

Oklahoma Arkansas
Texas *Center of the Southwest* Louisiana

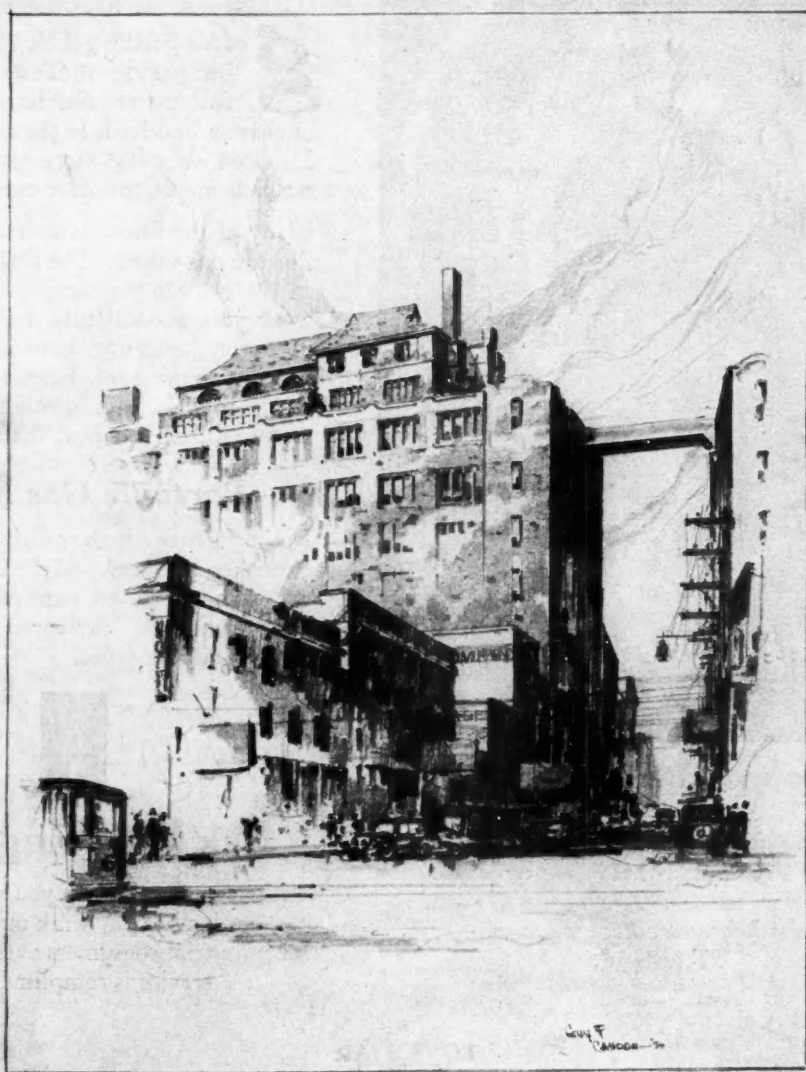
DALLAS

A MONTHLY MAGAZINE PUBLISHED BY THE DALLAS CHAMBER OF COMMERCE

Volume 11, No. 11

NOVEMBER, 1932

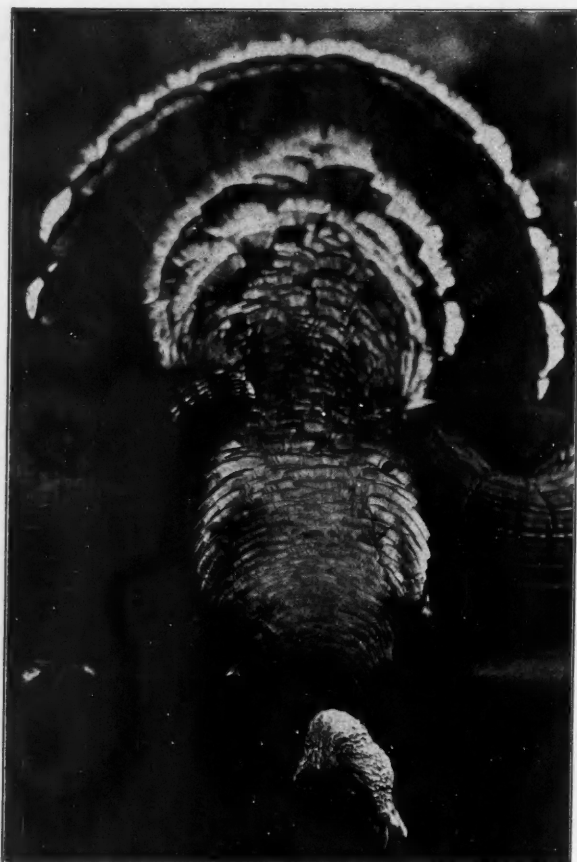
Price, 15 Cents



This is the eighth of a series of sketches by Guy F. Cahoon. The University Club of Dallas is pictured with its unique building and grounds atop one of the units of the Santa Fe Building

IN THIS ISSUE : Membership Meeting ♦ Road Machinery Plant
New Firms ♦ Light Company ♦ La Reunion
Modern Chambers of Commerce ♦ Individual Responsibility Needed ♦ Use Air Mail
Digest of Facts ♦ Editorials ♦ Financial News ♦ Who's Who ♦ Junior Chamber News

Even the turkey industry runs with gas



"Copper-Back King I"

This grand champion, a titled member of the Mammoth Bronze family at the Singleton Farm near Waxahachie, is a gas-raised prize winner. The incubators and brooder houses are kept warm with STARGAS.

gobble-gobble-gobble... the November parade of Texas turkeys is in full march, the largest production of these proud birds in the country. (Texas has been shipping more than a thousand carloads out of the state every year.)

Many of the finest strutters in this procession are gas-raised. The little turkeys need an e-v-e-n temperature, and gas does the work just as skillfully for turkeys as it does for japanning automobiles, making steel, or refining oil. Texas turkey-growers have the same spotless, low-priced, CONTROLLED heat that a factory has.

Portable Gas Supply

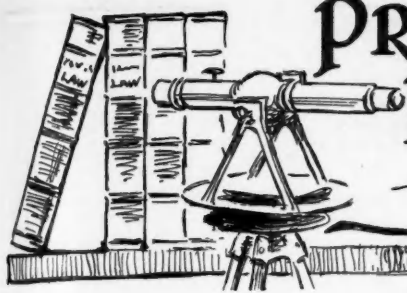
If the farm is off the gas line, STARGAS furnishes the heat. STARGAS is natural gas compressed to extreme richness, in steel cylinders, delivered to suburban homes and industries.



Ask Our Engineers

Let our engineers help you with your heating problems. They work out new efficiency for industrial consumers every day, and the service is complimentary.

The Dallas  Gas Company



PROFESSIONAL DIRECTORY



ABSTRACTORS

AUSTIN, TEXAS

Gracy-Travis County Abstract Co. (David C. Gracy, Pres.), 204 Norwood Bldg., Tel. 5348

ACCOUNTANTS

Barrow, Wade, Guthrie & Co., 711 Santa Fe Bldg., 7-6259
Carter, H. A. Co., Dallas Bk. & Tr. Bldg., 7-5526
Curran, O. & Co., Dal. Bk. & Tr. Bldg., 7-6192
Gragg, J. F. Audit Co., 301-5 Praetorian Bldg., 2-8775
Huffhines, J. E. & Co., S. W. Life Bldg., 2-8394
Pest, Marwick, Mitchell & Co., 605 Santa Fe Bldg., 2-2969
Scholar, Bird & Co., Santa Fe Bldg., 2-2615
Smith, Wm. H., Athletic Bldg., 2-4770
Audits, Systems and Tax Service

AMERICAN INSTITUTE ACCOUNTANTS

Barrow, Wade, Guthrie & Co., 711 Santa Fe Bldg., 7-6259
McAlpine, D. P., Rankin & McAlpine, Merc. Bldg., 2-1944
Peter & Moss, 1603 1st Nat'l Bk. Bldg., 2-8766
Young, Arthur & Co., Magnolia Bldg., 2-1568

CERTIFIED PUBLIC ACCOUNTANTS

Brunken, W. D., S. W. Life Bldg., 2-4221
Burnett, E. R., 712 Tower Pet. Bldg., 7-1514
Ernst & Ernst, 1st Nat'l Bk. Bldg., 7-2263
Hutchinson, Smith, Prince & Harris, Santa Fe Bldg., 2-6281
Morgan, C. G. Jr., 1st Nat'l Bk. Bldg., 2-1603
Nelson & Nelson, 1st Nat'l Bk. Bldg., 2-2074
Rankin, W. W. (C.P.A. Mo.), Merc. Bldg., 2-1944

INCOME TAX ACCOUNTANTS

Lynch, J. T., Burt Bldg., 2-4966

ARCHITECTS

AUSTIN, TEXAS

Geisecke & Harris

DALLAS

Brown, Arthur A., Merc. Bldg., 7-2072
Bulger, Clarence C., Construction Bldg., 2-4631
Carney & Linkie, 2012 N. Harwood, 7-1020
Cole, W. I., Cent. Bk. Bldg., 7-6283
Dunne, W. Scott, Melba Bldg., 7-2395
Footche & Cheek, 1901½ N. Harwood, 7-3094
Lang & Wittich, 1st Nat'l Bank Bldg., 2-3101
Thomas, Arthur E., Const. Bldg., 2-5949

HOUSTON, TEXAS

Geisecke & Harris

ATTORNEYS

AUSTIN, TEXAS

White, Taylor & Gardner, Norwood Bldg., Tel. 5325

DALLAS

Atkinson, Geo. S., Allen Bldg., 7-5814
Bailey, Nichols & Bailey, Kirby Bldg., 2-4887
Bartlett, Thornton & Montgomery, Santa Fe Bldg., 2-6888
Baskett & De Lee, N. Tex. Bldg., 2-3967
Baxter, Bailey B., Marvin Bldg., 2-5864, 7-8506
Brunken, W. D., S. W. Life Bldg., 2-4221
Butera, John, Fidelity Union Bldg., 2-6622. *Trade Marks and Copyrights.*
Cocke, Chas. M., 908 Rep. Bk. Bldg., 7-2893
Craig, C. F., 1911 Santa Fe Bldg., 2-4305
Cramer, Wm. M., Mag. Bldg., 2-5106
Crane & Crane, Santa Fe Bldg., 2-1093
Crawford, Judge W. L., 1102 Santa Fe Bldg., 2-1522
Davis, John, Santa Fe Bldg., 2-4305
Deterly, Earl M., Allen Bldg., 2-6514
Dudley, Fred J., Merc. Bldg., 7-1331
Eckford & McMahon, Merc. Bldg., 7-2522
English, C. C., 1201 Tel. Bldg., 7-1266
Fly, Walter R., 419 Slaughter Bldg., 2-5969
Ford, Harvey C., Santa Fe Bldg., 2-1001
Fruhman, Herbert I., Allen Bldg., 2-5527
Garcia, Felix H., 221 Slaughter Bldg., 2-3351
Golden & Croley, Prae. Bldg., 2-2526
Hassell, J. W., Magnolia Bldg., 7-8768
Henderson, W. T., 1st Nat'l Bk. Bldg., 2-3001
Hughes, Sarah T., Merc. Bldg., 2-4287
Jacks, Nathaniel, Santa Fe Bldg., 2-4305
Johnston, Dan P., Linx Bldg., 7-1197
King, Winter R., Merc. Bldg., 2-6913
Kveton, Pat H., 319 N. Tex. Bldg., 2-3811
Lancaster, John L., Jr., 1st Nat'l Bank Bldg., 2-4206
Lawther, Cox & Cramer, Magnolia Bldg., 2-5106
Leachman & Gardere, Rep. Bk. Bldg., 2-4363
Matthaei, Hill & Mahon, Suite 814 Rep. Bk. Bldg., 7-1400
McBride, O'Donnell & Hamilton, S. W. Life Bldg., 2-7195
McCormick, Bromberg, Leftwich & Carington, Magnolia Bldg., 7-2108
Meador & Meador, Tower Pet. Bldg., 2-1718
Michelson, J. E., Rep. Bk. Bldg., 2-5877
Perkinson, C. L., Rep. Bk. Bldg., 7-3017
Poindexter, Jno. B., Jr., 604 Dal. Bk. & Tr. Bldg., 2-2060
Puckitt, A. U., 826 Kirby Bldg., 2-7301
Reid & Erhard, Praetorian Bldg., 2-5945
Renfro, Ledbetter & McCombs, Mercantile Bldg., 2-5697
Rice, Hyman & Suggs, Rep. Bk. Bldg., 2-6825
Roark, Noah, 635 Wilson Bldg., 2-1312
Robertson, Felix D., 901-2 Ins. Bldg., 7-2820
Robertson, Robertson & Payne, 1st Nat'l Bk. Bldg., 2-4206
Sadler, Judge S. P., Rep. Bk. Bldg., 7-1525
Sanders, Harold B., Dal. Bk. & Tr. Bldg., 2-9131

ATTORNEYS (Continued)

Savage, W. T., Praetorian Bldg., 2-5810
Sherrill, Knox W., Dal. Bk. & Tr. Bldg., 2-9131
Storey, R. G., Dal. Bk. & Tr. Bldg., 2-9131
Taylor & Irwin, 411 S. W. Life Bldg., 7-1366
Van Slyck, K., 310 N. Tex. Bldg., 2-2098
Vickery, C. W., 418 N. Tex. Bldg., 2-1358
Viglini, Helen M., 321 Slaughter Bldg., 7-1928
Ward, W. L., Magnolia Bldg., 2-2319
Worham, Rollins, Buford, Ryburn & Hincks, 7th Floor Interurban Bldg., 2-8656

COMMERCE ATTORNEYS

Leffingwell & Dixon, 1901 Santa Fe Bldg., 2-2577

INCOME TAX ATTORNEYS

Eustis Myres of Brewster, Ivins & Phillips, Rep. Bk. Bldg., 7-4442

MUNICIPAL AND CORPORATE BOND LAW

McCall, John D., Kirby Bldg., 2-9081

BANKERS

AUSTIN, TEXAS

Austin National Bank, 507 Congress Ave.

BLUE PRINTS

AUSTIN, TEXAS

Austin Blue Print Co., 115 West 6th St., Tel. 2-4424

DALLAS, TEXAS

Johnson, Jno. J., 1912 N. St. Paul St., 2-3067
Southwestern Blue Print Co., Construction Bldg., 2-8084

CHEMISTS

Dallas Laboratories, 2411 S. Harwood, 4-1400
Moore, Landon C., Inc., 1713½ Young, 7-1835

COLLECTIONS

Lucas, Parker V. and Associates, 1314 Rep. Bk. Bldg., 2-7766

ENGINEERS

Carrier Engineering Corp. of Texas, 2022 Bryan. *Air Conditioning, Refrigeration and Drying.* 2-7741
Fairchild Aerial Surveys, Inc., 2102 N. Harwood, 2-2688. *Aerial Photography*
Floyd & Lochridge, Tower Pet. Bldg., 7-4402. *Consulting and Hydraulic Engineers*
George, James Z., 812 Santa Fe Bldg., 2-6592. *Industrial Engineer*
Greenwood, J. P., Allen Bldg., 7-5733. *Mill Architect and Engineer*
Haag Engineering Co., Wilson Bldg., *Valuation and Consulting Engineers* 7-1034
Hunt, Robert W. Co., 521 Const. Bldg., 2-4034. *Inspection, Tests and Consultation*
Jameson, R. O., S. W. Life Bldg., 2-2655. *Consulting Structural Engineer*
Knox, Jean H., 202 Interurban Bldg., 2-3923. *Consulting Engineer (Concrete)*
Koch & Fowler, 801 Cent. Bk. Bldg., 7-3748. *City Planning and Municipal Engineering*
Perfection Mach. Tool & Die Co., Inc., 3027 Elm, 7-3006. *Mechanical Engineers*
Thompson, R. A., Chamber of Commerce, 2-5425. *Highway Engineer*

INSURANCE

Andrews-McDowell Co., Rep. Bk. Bldg., 2-4141
Atlantic Life Insurance Co. (W. B. Sims), 1617 1st National Bank Bldg., 2-3569
Bolanz & Bolanz, 216 S. Akard, 2-8166
Automobile, Fire, Bonds & Casualty Lines
Burton, C. R. & Co., 609 Cent. Bank Bldg., 7-2432
Combs, Jno. B., Ins. Agency, 306 Cent. Bk. Bldg., 2-3342
Cooper, Emmett C., Rep. Bk. Bldg., 2-4555
Cradock & Smith, Magnolia Bldg., 2-4346
Cunningham, A. P. & Co., Marvin Bldg., 2-2662. *Insurance and Bonds*
Dallas Underwriters Agency, Rep. Bank Bldg., 2-3333; 7-3116. *H. D. Lemman, Manager*
Diffey-Collins Agency, 508-10 Tower Pet. Bldg., 7-2305
Drake, F. T., Insurance, 2101 Magnolia Bldg., 2-7678
Earnest, J. E. & Co., 1618 Republic Bldg., 2-7207
Ellis-Smith & Co., Magnolia Bldg., 2-8428
Employers Casualty Co., Interurban Bldg., 2-9331
Love, Jno. H., 402 Cent. Bk. Bldg., 2-7018
McCormick & Turner, 208 Cent. Bank Bldg., 2-8671
Mozer, A. C. & Co., 111 Martin St., 2-2081
Perry Agency, The, 2115 Pacific Ave., 7-5185
Reinhardt, I. & Son, 1st Nat'l Bk. Bldg., 2-1291. *Char. R. Tucher, Asst. I. Brilling, Joel S. Lander*
Republic Insurance Co., 3504 Gilson, 5-2117
Schaffer, G. Milt, 15th Floor Rep. Bank Bldg., 7-8261. *"My Patrons Sleep Well"*
Seay & Hall, 1st Nat'l Bk. Bldg., 7-1141. *Insurance and Bonds*
Roy L. Taylor, Rep. Bk. Bldg., (Gen. Ins.), 7-8262

CASUALTY INSURANCE

Continental Casualty Co., Bomar Bros., Gen'l Agts., Burt Bldg., 2-3011

FIRE INSURANCE

Aetna Fire Ins. Co. of Hartford, Conn., Rep. Bk. Bldg., 2-2086. *Clifton J. Wyckoff, State Agent*
Gulf Insurance Co., Telephone Bldg., 2-7211
Lett, J. E. & Co., Cent. Bk. Bldg., 2-4801. *Casualty and Fire Insurance*

LIFE INSURANCE

Aetna Life Ins. Co., 1st Nat'l Bk. Bldg., 2-3238
Amicable Life Ins. Co., 719 Republic Bldg., 7-4772
Business Men's Assurance Co., Thomas Bldg., 2-8210. *Accident, Health and Life Insurance*
Colorado Life Co., 302 N. Tex. Bldg., 7-5625; 3-4506. *Floyd L. Fowler, Manager*
Continental Assurance Co., Bomar Bros., Gen'l Agents, Burt Bldg., 2-3011
Guaranty Income Life Ins. Co., Rep. Bk. Bldg., 7-5589
Gulf States Life Ins. Co., Gulf States Life Bldg., 7-1321

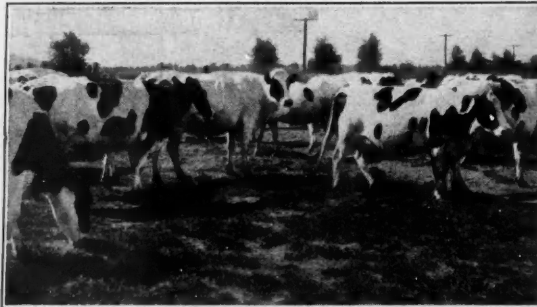
MAILING LISTS

AUSTIN, TEXAS

Noel K. Brown & Co., 303-4 Nalla Bldg., 610 Brasseo St., Tel. 3173

Beauties of Autumn

ENGRAVED BY HARPER STANDARD



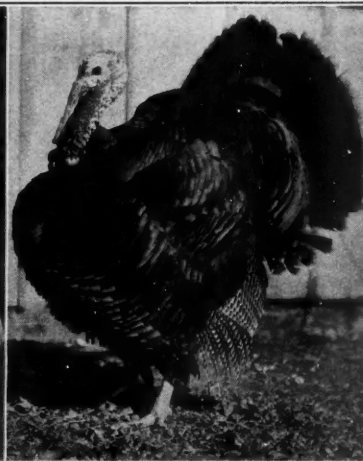
Blue Ribbon Winners



Goal to Go!



A Harvest Queen



Strutting Along



A Southern Sport

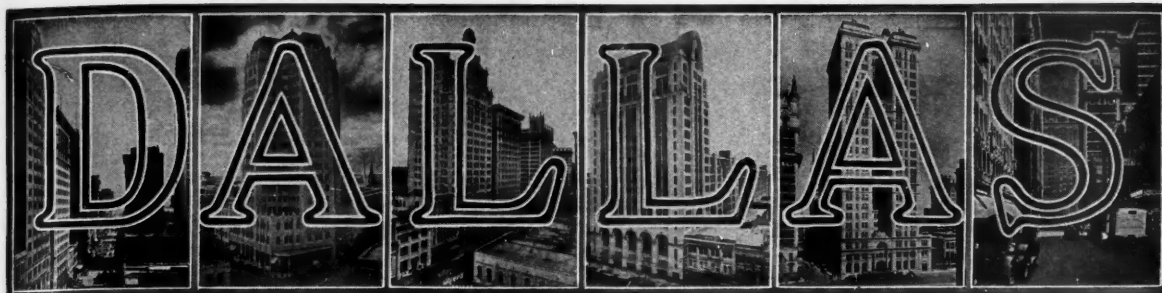
WORDS COULD NOT TELL HALF WHAT THESE PICTURES SAY SO VIVIDLY

Every month of the year finds Harper Standard Engraving Company making illustrations of beauties—bathing beauties, beautiful babies, stage beauties, sweethearts, wives, husbands, beautiful homes, beautiful flowers, beautiful clothes, beautiful scenes, beautiful animals, beautiful pictures.

A few ugly ones come through, but perhaps that is to make us appreciate the beautiful ones the more. There's beauty—of some kind—in nearly everything. Sometimes it is seen by the eyes, sometimes by the heart, sometimes by the soul.

HARPER-STANDARD ENGRAVING CO.
1615 ROYAL ST. • TELEPHONE 7-5385 • P.O. BOX 1016 • DALLAS, TEX.

JACK HARPER, *Manager*



OFFICIAL PUBLICATION OF THE DALLAS CHAMBER OF COMMERCE

Published monthly by the Dallas Chamber of Commerce. Subscription price, \$1.50 per year. Entered as second-class matter, Feb. 6, 1922, at the Postoffice at Dallas, Texas, under act of March 3, 1979.

Volume 11

NOVEMBER, 1932

Number 11

Membership Meeting

President H. I. Harriman
to Speak in Dallas

HENRY I. HARRIMAN, president of the Chamber of Commerce of the United States, will address a membership meeting of the Dallas Chamber of Commerce on the evening of November 15.

Mr. Harriman belongs to the new school of American business statesmen, who, after achieving a large measure of success in the commercial world, have begun to contribute generously their time and talents to the advancement of all business and to the general public welfare.

Like his predecessor, Silas H. Strawn, the new president of the National Chamber is widely and favorably known for his many services of a quasi-public character.

Since the turn of the century, Mr. Harriman has played a dominant role in the industrial development of New England, although he is not a native son. He was born in Brooklyn, New York, 60 years ago. His residence is in Boston.

He began his eventful business career as a salesman of textile machinery in New England. It was while engaged in this work that Mr. Harriman met Malcolm Chace of Providence, R. I., who was destined to be his partner in many business enterprises.

Both young men, blessed with a pioneering spirit, believed there were great possibilities in the long-distance transmission of electrical energy, then in its infancy. They thought it would be feasible to harness the falling waters of rivers remote from centers of population and transmit the power over high tension wires. They succeeded, after much difficulty, in obtaining financial backing and just 25 years ago work was begun on their first hydro-electric development on

the Connecticut river between Vernon, Vt., and Hinsdale, N. H. This was the first of a chain of hydro-electric generating plants which later were to be welded into the New England Power System. From the start, Mr. Harriman was president and the principal operating executive of the company.

Mr. Harriman retired as president of the New England Power Association five years ago to give more attention to his various public responsibilities. He retained his membership on the board of directors, however, and is now vice-chairman of the executive committee. He also continues to serve as a director of a number of important association subsidiaries. He holds directorships in several New England banks, is a cattle raiser in Montana, and is interested in developments in Southern California.

Mr. Harriman has long taken a deep interest in municipal transportation problems. By appointment of Governor Channing H. Cox of Massachusetts, he became the first chairman of the Metropolitan Planning Commission, under which the plans of forty or more municipalities in Greater Boston were co-ordinated. That was 10 years ago, and in the years that followed there has been a distinct improvement in traffic conditions in and out of Boston.

In connection with his work on the Planning Commission, Mr. Harriman played a notable part in the modernization of the Boston street railway system. His plans for improving the financial and engineering difficulties of the Boston Elevated Street Railway Company were adopted by the state legislature. He now devotes a large part of his time to the Boston Elevated and its problems as chairman of the board of public trustees.

Early in his business career, Mr. Harriman became identified with the organized business movement, believing that co-operative action is possible only through the medium of business men's organizations. He was president of the Boston Chamber of Commerce for several years, and, before becoming president of the National Chamber, served on a number of important chamber committees and on the board of directors.

As chairman of the National Chamber's Committee on Continuity of Business and Employment, he has given a great deal of thought and study to the business "cycle." The report of Mr. Harriman's committee on this subject, proposing practical, long-range measures for keeping business on a more even keel, attracted wide public attention. Among other things, it recommended the setting up of a national economic council by business itself, free from government domination. Plans for making the recommendations of the committee effective will be forwarded during Mr. Harriman's administration as head of the Chamber.

The cardinal principle of Mr. Harriman's business creed rests upon the proposition that business should adopt its own rules and regulations for proper trade relations, subject only to some government supervision to see that any regulations adopted are fair not only to the members of the trade but to the public as well. Mr. Harriman believes that through the adoption of trade practice rules business will be able to eliminate much of the destructive competition now aggravating industry.

"In sports," he says, "we have established rules that have taken much of the brutality out of the game. Boxing is

(Continued on Page 18)

New Firms

Many Concerns Choose Dallas as Headquarters

EIGHTY-THREE new businesses were established in Dallas during the last thirty days, including seventeen wholesale, thirty-two retail, nine manufacturing, eight oil and seventeen miscellaneous. Twelve of these concerns are branches of sectional or national concerns.

In addition to the eight concerns affiliated with the oil industry, a number of independent operators moved to Dallas during the month. The following reflects the growth of Dallas as an oil center:

Oil Developments

W. B. Tobin, president of the Steel Oil Derrick Company, Los Angeles, moved to Dallas and now lives at 3628 Dartmouth St.

G. B. Graham, geologist, moved here from Whittier, Calif.; residence, 2531 Vagas St.

Petroleum Finance Corporation of Texas established offices at 1308 First National Bank Bldg.

Drilling & Exploration Co., Inc., opened offices at 1306 First National Bank Bldg.

S. & W. Oil Company was incorporated by S. W. Sibley, I. M. Williams and J. Barney Davis.

J. M. Rush, oil operator, opened offices at 1212 Tower Petroleum Bldg.

Champlin & Bass, Inc., formerly of Holdenville, Okla., more recently located in Tyler, moved to Dallas, opening offices at 1814 Magnolia Bldg. Harry W. Bass is general manager. Mr. Bass moved his family here from Holdenville.

D. C. McBride, oil operator, 3201 Fairmount St., moved here from San Antonio.

G. B. Peterman, oil operator, 1726 Moser St., moved here from Houston. H. J. Schupbach, 5647 Richard St., oil operator, moved here from Gladewater.

Among the sectional or national concerns establishing branches or representation here were:

New Branches

Oklahoma Portland Cement Company, representative residing at 5732 Marquita St.

Ward-Stilson Company, Anderson, Indiana, manufacturers of lodge regalia and clothing, established southwestern sales headquarters in the Mercantile Bldg., in charge of O. H. Winder, division manager, from St. Louis.

Martin-Copeland Company, Providence, R. I., manufacturers of jewelry and optical goods, established a district office at 420 Republic Bank Bldg.

Halliwell-Shelton Electric Corp., New York, manufacturers of beauty parlor supplies, established offices at 322 Allen

Bldg., with Robt. O. Belvin as district manager.

Acacia Mutual Life Association, Washington, D. C., established an office at 421 Republic Bank Bldg. This company closed its Dallas office in 1930 and is now returning.

Jeffrey Manufacturing Company, Columbus, Ohio, changed the location of its southwestern headquarters from Houston to Dallas, transferring to Dallas, Tom P. Burke, southwestern district manager. The district was enlarged considerably with the change. Mr. Burke resides at 3420 University boulevard. The company manufactures chains, elevating and conveying equipment; Clark & Burrows, 3600 Commerce St., are distributors for this section.

The Artistic Sign Company of Hollywood, Calif., established a plant in Dallas under the name, Artistic Advertising Company, 2400 McKinney Ave., to make changeable and adjustable "Ad-A-Line" electric signs. W. J. McGhee is manager.

Conde Nast Publications, Inc., New York, established temporary offices in Room 1453, Adolphus hotel.

Co-operative Food Stores of Houston, opened offices at 308 Tower Petroleum Bldg.

Continental-Divco Company of Detroit, manufacturers of house-to-house gas-driven delivery trucks, has designated Dallas as district headquarters for the Southwest, in charge of S. E. Burke, regional manager. Mr. Burke has not yet established an office.

House of Jacques, Kansas City, Mo., cosmetic manufacturers, opened offices at 417 Southland Life Bldg., in charge of Miss Vivian Nordien.

The Salem China Company, Salem, Ohio, appointed D. W. Bailey, 317 South Marlboro St., as sales representative.

Fafnir Bearing Company, Inc., New Britain, Conn., established sales branch and warehouse at 2803 Commerce St.

Cleveland Tractor Company, Cleveland, Ohio, acquired distribution representation in the Southwest through a merchandise merger with the Austin-Western Road Machinery Company by which the Dallas branch of the latter company now handles their equipment.

Burroughs Wellcome Company, New York, manufacturers of medicines and remedies, sent H. R. Phillips from Detroit to be sales representative for the Southwest. Mr. Phillips resides at 3309 Milton St.

New Local Concerns

New local concerns established during the month include the following:
Dal-Tex Window Shade & Manufactur-

ing Co., 1807 Greenville Ave., shade manufacturers.

Langford-Detwiler, Inc., 1418 Allen Bldg., sales agents representing manufacturers of drug sundries and cosmetics; organized by A. J. Langford, C. J. Langford and E. J. Detwiler.

Outshine Manufacturing Company, 3627 Oak Grove Ave., manufacturers of shoe polish.

Well-Made Novelty Company, 2407 South Ervay St., manufacturing cretonne novelties, including garment bags, shoe bags, laundry bags, chair cushions and fancy pillows. D. R. Weisblatt, owner, is from Los Angeles, where he was interested in a similar business.

E. A. Fretz Company, 403 North Akard St., barber supplies; E. A. Fretz, president.



Jolesch Gets New Line

After several weeks of negotiations with the general office of the Firestone Footwear Company at Atlanta, Ga., The Jolesch Shoe Company of Dallas, has succeeded in securing Firestone Rubber products to be distributed from their wholesale house, 1016 Commerce street, to the Southwest territory.

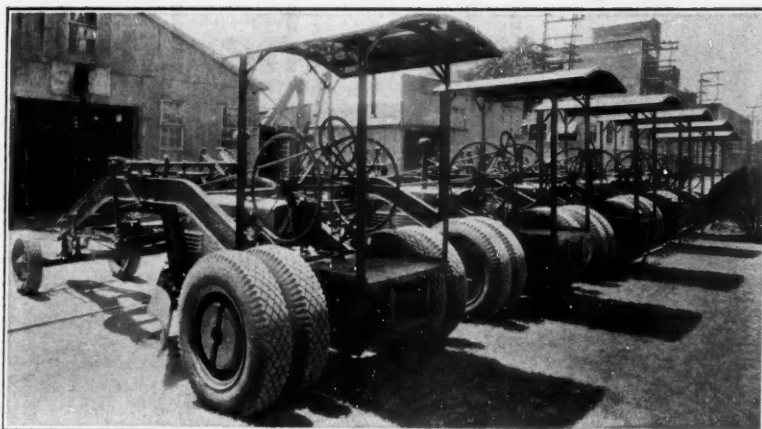
I. Jolesch, president of the firm, states that they will stock from \$50,000 to \$60,000 worth of rubber footwear and this should be an added business of \$250,000 to the Dallas wholesale market. This is the first venture of the Firestone Footwear Company in the South.



Nice Flowers

"By way of comment may I add that there is no question but that Dallas is the logical distribution center for the important mid-continent oil fields. I think this is attested by the fact that most of the large petroleum producers and refiners have established their home offices in your city, and that the Oil Well Supply Company chose Dallas as their future home when changing conditions made their re-establishment desirable.

"Los Angeles boasts of possessing perhaps one of the most active chambers of commerce in the United States, but my experience of the past five years proves to me that Dallas has also acquired a body that never overlooks a bet." (From a letter received from a Los Angeles business man.)



Dallas Made Road Maintainers

Road Machinery Plant Expands

Servis Equipment Company Sells
Many Units in Southwest

FROM the start, 20 years ago, of making small steel horse-drawn road drags to the present big plant making all kinds of road-making machinery—that, in brief, is the story of the Servis Equipment Co., Dallas. Born as a minor department in the Austin Bridge Co., which has built hundreds of bridges throughout the state, it is now a separate corporate entity and is contributing in a large way to the total business volume of its parent company.

The fact that Texas has more miles of highway than any other state in the Union has played no small part in the rapid growth of the company. For many years Texas has been one of the largest purchasers of road-making machinery and, also for many years, it had to buy its machines in the North and East simply because they were not available nearer home. Executives of the Austin Bridge Co., having indirectly to do with roads because of its bridge building, discerned the possibilities of road machinery manufacture, and began in a very small way the manufacture of the steel road drags, designed to supplant the short-lived wooden drags then generally in use.

Because of the longer life and greater service possible from the steel drags, the trade name "Servis" was evolved. Applied first to the drags, today the "Servis" trade-mark is carried on the complete line of road machinery the company manufactures—light and heavy duty graders, both tractor and horse drawn; light and heavy road maintenance machines, scarifiers and attachments, road plows, rooter

plows; Fresno, drag and wheel scrapers. The "Servis" drags are still being made, but in addition to the light type with which the company started, there are now being made huge tractor-drawn drags that are widely used in road maintenance.

The road machinery branch of the Austin Bridge Co. grew over the years as the dependability and strength of its machines were demonstrated under the severe tests to which they were subjected. Two years ago it was decided to organize it as a separate company, and to use the widely known trade-mark "Servis" in its name.

The story is of additional industrial interest because of exemplifying the old axiom—"big oaks from little acorns grow." Today, giving employment to scores of workers, providing a new outlet for Texas raw materials and products and built with courageous Texas capital that envisaged the possibilities and desired to contribute to the industrial development of Texas, the Servis Equipment Co. is supplying road builders with machines as good as can be bought anywhere and is becoming an increasingly important factor in the coming industrialization of the state.

Shown in the photograph are six of 24 road maintainers delivered to the State Highway Department of Texas by the Servis Equipment Company. This is one of the largest purchases of equipment ever made in Texas and is the largest consignment of Texas-built road machines ever purchased.

The maintainers are equipped with 40-

horse power, three-speed tractor power units, built into the machine. One man can cover 40 miles per day with this machine. It has a 16-foot, high-carbon steel blade controlled by a 740-pound blade circle of electric furnace steel. The complete machine weighs 14,000 pounds. All castings are made from electric furnace steel with a tensile strength per square inch. A new development is the pneumatic tires in front and at the rear. The four rear tires are forty-two by nine inches and the front ones thirty-two by six.

◆◆◆

Woman (about to attend political meeting): "I'm not prejudiced at all. I'm going with a perfectly open and unbiased mind to listen to what I'm convinced is pure rubbish!"—Tit-Bits (London).

◆◆◆

In a Kansas town where two brothers are engaged in a retail coal business a revival was recently held and the elder of the brothers was converted. For weeks he tried to persuade his brother to join the church. One day he asked:

"Why can't you join the church like I did?"

"It's a fine thing for you to belong to the church," replied the younger brother. "If I join the church you'll weigh the coal?"

◆◆◆

Farmer: "No, I wouldn't think of chargin' ye fer the cider. That'd be bootleggin'; an', praise the Lord, I ain't come t' that yit. The pack o' potatoes'll be five dollars."



The First Light Plant

SOON after October 17, 1831, when Michael Faraday, English scientist, applied his discovery of electro-magnetic rotation to discover the new principle of electric induction, experiments were made all over the world in an attempt to develop a machine for generating electric current by his principle. Some of these early experimenters were successful in constructing a dynamo that furnished current for arc lamps. However, efforts to make a small incandescent lamp had all been failures.

It remained for Thomas A. Edison in his laboratory at Menlo Park, New Jersey, October 21, 1879, to turn the new current into his first incandescent lamp. It burned forty-five hours before it failed.

In 1882, Edison built the first central electric power station in the United States on a lot 50x100 feet at 255-257 Pearl street, New York City. This historic station contained all the essential principles in the generation and distribution of electric energy as they exist in the large station today.

On the afternoon of September 4, 1882, the electric industry's dramatic moment arrived, the main switch was thrown and current turned into the distributing lines for the first time. The incandescent lamp had been changed from a curiosity to a commercial commodity.

First Arc Lights

Some few years before Edison opened his Pearl street station, Charles F. Brush and others designed complete arc lighting equipment and soon had them ready in commercial quantities. Brush had begun experimental street lighting in Boston and New York and it was in these cities that young Dallas business men saw an electric light for the first time in their lives, and realized the benefits that a similar lighting system could bring to their own city.

On Christmas Eve, 1880, the Brush Illuminating Company supplied street lights in the city of New York for the first time. W. H. McGrath, who was later sent to rebuild the Dallas electric system, was engaged in constructing this first Brush generating plant. New York newspapers sent reporters to cover the

How the Light Came

Story of Dallas Power & Light Parallels the Story of a Great City

memorable opening. The reporters, prepared with stop watches, were instructed to time the flow of current from one arc to the next. Their reports were varied and conflicting, ranging from a few seconds to ten minutes.

Philip Lindsley in his "History of Greater Dallas and Vicinity," published in 1909, remarks upon the reception of electric light in Dallas in the early eighties:

"A proposition in the early part of 1881 to light the city with electric lights, was openly ridiculed as both dangerous and worthless. It was shown that London had recently tried it and that black darkness would suddenly come and cover the whole city. It had utterly failed in New York to come up to expectations. It had failed in the parks of New Orleans."

Dallas Company Formed

The old Dallas Herald of April 10, 1882, carried the following news item:

"A company has been formed to introduce the Brush electric light in Dallas, Sherman, Fort Worth and Weatherford."

And then on May 3, 1882, another item:

"W. C. Connor leaves today for St. Louis to meet representatives of the Brush Electric Light Company to purchase machinery for establishing a plant in Dallas."

Again quoting the Herald of May 27, 1882:

"Captain W. C. Connor, who went to St. Louis a few days ago in the interest of the electric lighting company formed in Dallas, returned yesterday. He made arrangements with the U. S. Electric Lighting Company for forty lights, which will be in operation within the next forty days. The company is composed of S. T. Adams, J. L. Leonard, J. C. O'Connor, Schneider and Davis, Hemingway, W. C. Connor, Sanger Brothers and W. T. Flippen."

On June 6, 1882:

"The Dallas Electric Light Company has purchased property in the northwestern portion of the city on which to put a plant, preparatory to introducing the Brush electric light for illumination purposes." (This is in error as the equipment finally purchased consisted of four

Weston dynamos bought from the U. S. Electric Lighting Company.)

Purchase Equipment

Despite the fact that electricity as a source of illumination was openly ridiculed in the early eighties, in searching through the city records we find that on July 18, 1882, three young men, W. C. Connor, Jules Schneider and Alex Sanger petitioned the city council of Dallas for permission to use the streets for erection of equipment necessary to furnish light.

This marks an admirable start for Dallas as the petition was recorded nearly two months before Edison opened his Pearl Street Station. The plan was adopted by the city council by a vote of five for and one against and soon after the Dallas Electric Light Company inaugurated electric service in Dallas.

According to Walter Clower, son of D. M. Clower, superintendent of the third light plant, W. C. Connor went to New York with a 30-day option on the contract offered by the Brush people. It was Mr. Connor's belief that he could obtain a more attractive offer from some other arc light manufacturing concern. The Brush Company were asking nearly \$10,000 for the four dynamos and equipment plus an equal amount of stock in the Dallas Electric Light Company. Connor found that the U. S. Electric Lighting Company would sell him four Weston dynamos of 10 lights capacity each at half the Brush price so he bought them and closed the deal. These were the dynamos that were installed in the first plant on Carondelet street.

From the files of the old Dallas Herald we find the following in the issue of July 10, 1882:

"The engines and boilers of the Dallas Electric Lighting Company were shipped Thursday from St. Louis. The poles have arrived and will be set at once. The company expects to have everything in operation within thirty days."

Started in Church

A Christian church, located on the north side of old Carondelet street (now Ross avenue) between Austin and Market streets, was converted into the home of Dallas' first electric light plant and the four Weston dynamos bought by Mr.

Connor were installed, each with a capacity of illuminating ten arc lights, forty individual lights in all. Electricity was offered for arc lights only, as incandescents were still considered impractical and dangerous.

The old church, about 40x60 feet in size, was a frame structure with a small bell tower on the front. In appearance it was typical of the churches of the period. Two long rows of pews, one on each side of the church, were removed and the floor taken up in order to build a foundation for the generators and engines that were installed. Although the plant was prepared to furnish direct current to forty arc lights, the number of lights in use never reached capacity. However, 10 lights per dynamo had to be kept burning whether they were paid for or not. Current was consumed principally by individual business houses before a city lighting contract was granted. When the location of their business houses would permit, three or four merchants would combine and use the same arc light to illuminate their buildings.

Though flickery, these first arc lights gave a bright light, not very soothing to the human eye. Intense heat was radiated, attracting a veritable swarm of bugs and all sorts of insects. The glass bowls surrounding the lamps were open at the top, an inviting haven for bugs and gnats. The bowls had to be removed and cleaned continually as the shadow created by the tiniest insect multiplied tremendously as the distance from the light was increased.

The four Weston generators installed in the first plant were about 10 h.p. each and not much larger than a 10 h.p. motor today. A steam engine of 50 h.p. drove the dynamos by means of belts. One boiler of 60 h.p. completed the equipment.

Lights Please Merchants

The power lines ran across Austin street and thence up Elm and Main, probably no farther than Ervay street. The wire used was about one-fourth inch in diameter. Arc lights were all strung in a series—the "loop system" as it was called. Poles holding the lamps were not over twenty feet out of ground. Single carbon arc lights of 10 amperes power were first used, carbons lasting only 12 hours before they had to be replaced. In the early arc lighting, amperes remained constant while voltage varied with the number of lights in use.

The Dallas City Directory for 1883-84 makes an interesting remark about the arc lights of that period:

"A few months ago the electric light was introduced and now beautifully illuminates our grand hotels, merchant palaces, saloons and streets in the heart of town with its pale, ghostly and weird rays. In a frame house at the junction of Austin and Ross avenues, the lightning which Franklin captured in a bottle is now made to order, transmitted through copper wires over town and dazzles the eye a thousand times more than did the jewels of Zenobia as she walked in the triumphal procession of Diocletian ..."

Dallas' first light plant was ill-fated and within the year a cotton compress across the street on Austin burned and spread to the light plant, demolishing it. A new building, not much more than a shack, was erected just north of the old gas works (then located on the north side of Carondelet between Market and Jefferson streets), the burnt equipment was replaced and service continued as before.

During the early eighties arc light service was offered to individuals on a flat rate of \$15 per month. They were objects of curiosity as well as sources of light, and several business houses used them to advantage in both respects. S. Meyer's, a famous beer garden of the day, located on Stone street and extending from Elm to Pacific, employed several arc lights. Sanger Brothers' store used enough lights to necessitate an entire dynamo at the central plant.

Early Troubles

T. M. Rinehart, engine room superintendent of the Dallas News, relates a comic incident of those early days of electricity. It seems that the old Windsor hotel, across the street from the News building, installed a hydraulic elevator in which electric power was used to fill the water tanks. A tailoring shop down the street used several sewing machines which were powered by electricity. On a day when the power lines were well loaded, if the Windsor hotel decided to fill its water tanks while the tailor shop was operating its sewing machines, the machines would not only stop, but begin to run backwards.

Henry Sutton, who was chief engineer for the Dallas Electric Light Company, tells an amusing story on himself in connection with his job as Dallas' first lamp trimmer. On the corner of Field and Commerce in those days there was a variety show theater. Before every night's performance at the "Honky Tonk" the band would play in front of the theater to drum up business. The exterior of the theater was illuminated by an electric arc light, placed just over the band stand.

On this particular hot summer evening, Mr. Sutton was making his usual round of lamp trimming. The band was playing away in its shirt sleeves and Sutton climbed up the lamp post to install a new carbon in the lamp. Having been burning for several hours, the carbon was intensely hot. Somehow in removing it, Sutton let it slip from his pliers and it dropped with perfect accuracy right down the back of the trombone player's collar. The trombonist threw down his horn amid shouts of agony and began peeling his shirt off over his head as though the devil himself were at his shirt tail. The concert was thrown into turmoil. "Then what did you do, Mr. Sutton?" we asked. "I climbed down the lamp post and slipped away, and that trombone player never did know what hit him."

When the light company received its first contract to illuminate the city streets, a special "moonlight schedule" was followed. At that time no arc lights

burned all night, but were turned off regularly at either 10 o'clock or 12 o'clock. The "moonlight schedule" was an agreement that on the nights when the moon was shining, arc light service would not be required. With the aid of the familiar almanac, a more or less reliable schedule could be worked out a year in advance.

Changes In Ownership

The Dallas Electric Light Company continued to operate until the early part of 1887 when it was succeeded by the Texas Electric Light and Manufacturing Company, with J. M. Wendelkin as president; W. S. Simkins, vice-president; W. L. Hall, secretary-treasurer, and D. M. Clower superintendent. The plant was moved to the south side of Pacific avenue just east of Griffin street. Electricity was provided for the area west of Akard, extending to the tracks of the Houston and Texas Central railroad in East Dallas, where the union depot was an outstanding customer.

An Opperman A C generator was installed in this plant, producing a 50-volt circuit. The carbon lamps used developed a great variety of intensities and were in many colors. Large wires necessary to carry the low voltage sagged heavily on the poles and street lights were hung low. There were many interruptions in service. Dynamos would burn out frequently when overloaded and operators would have to rewind immediately. Coal was the only fuel for the steam boilers and the supply often ran short. Operators would then gather up wood, borrow (or steal) ties from the railway on Pacific avenue to obtain fuel. Water for the boilers was scarce and often had to be hauled in wagons.

On December 3, 1887, the company again changed hands and the Electric Light, Power and Manufacturing Company took over the property with L. Craddock as president and general manager.

Try Incandescent Lights

During the first five years of electric service in Dallas no company had attempted to supply incandescent lighting for commercial consumption. According to Walter Clower, the first incandescent lights ever to burn in the city of Dallas were rigged up in a skating rink located on Ervay street between Live Oak and Pacific. The building had been rented for a series of revival meetings to be conducted by the then famous evangelist, Sid Williams. D. M. Clower, father of Walter, had been trying for a good while to get the electric arc light companies in existence at that time to install Edison's incandescent lights and the necessary equipment. The officials, however, considered incandescent lighting too decidedly embryonic to justify their investment. Clower agreed to equip the skating rink with incandescent lights and also to furnish the power free of charge. The lights were promptly set up and, whether it was due to this wonderful new illumination or to the popularity of Sid

(Continued on Page 18)

The Modern Chamber of Commerce

U. S. Chamber Committee Report Outlines Proper Activities

(Concluded from October Issue)

Committed as they are to programs of work and policies that affect the entire community, chambers of commerce should be strong central organizations in which activities of the general type enumerated in the first conclusion of this report should be concentrated, or through which they should be closely co-ordinated.

The setting up of multiple organizations to function in the recognized chamber of commerce field results in a decentralization of strength and influence, and in duplication of effort, with attendant waste and inefficiencies. Obviously, it is sometimes desirable to create special organizations to perform special tasks; but this is a practice that may lead to difficulties for the chamber of commerce that regularly pursues it.

On the other hand, the tendency is noted in some communities for other interests than the chamber, or for members of the chamber itself who become interested in special projects, to set up new agencies for the purpose of carrying on work that can frequently be accomplished quite as well, and often with less expenditure of money and effort, by the chamber of commerce. Various factors enter. There is civic timidity sometimes on the part of the chamber that fears to deal with some question possessing controversial elements; or there may be personal equations involving official jealousies and rivalries, and attitudes of professionalism that display greater interest in the mechanics and autonomy of organizations as such than in realizing the aims for which those organizations were created. These constitute problems for diplomacy and leadership.

Whatever the attendant conditions, the chamber of commerce can not escape its responsibility. Where a community displays strong tendencies toward this decentralization of chamber of commerce functions, it may safely be inferred that the chamber itself is not exhibiting a complete adequacy in its field, and that it lacks the full confidence of the business community it purports to serve. That adequacy and that confidence can be attained by the adoption of policies and activities that will be fully responsive to the outstanding needs of the community.

There is evidence that business men are more and more inclined to ask whether the funds they contribute for public work are being administered in the wisest and most efficient fashion. They are observing the effects of mergers and consolidations in the business world; they are checking rather carefully on overhead expense involved in the duplication of effort by community agencies

operating in parallel and frequently in overlapping channels; and they are asking themselves whether greater results may not frequently be obtained with less expenditure of money.

The man who supports his chamber of commerce, and who at the same time contributes to a retail merchants' association, a highway association, a better business bureau, a wholesalers' bureau, a civic development association, and half a dozen other similar organizations—such a man wants and is entitled to results, and there is evidence discernible that he is showing a disposition to apply to duplication of effort in these fields the same rule of reason that he exercises in his own business.

It is the belief of your committee that chambers of commerce can be strengthened greatly by attention to the possibility of effecting profitable consolidations among many organizations that are operated in the chamber of commerce field with duplicated effort, waste of time and money, decreased efficiency, and lessened prestige not only to the chamber of commerce but to all the organizations involved.

The chamber of commerce should be a strong, central community organization, performing so far as possible by means of its own departments, divisions or committees, all those public or semi-public functions that have a community-wide aspect coupled with a definite relationship to business, and whose purpose is to advance the general objectives of the chamber itself.

Financial Support

Fundamental in the operation of any organization that requires the expenditure of money is the question of its financial support. For many years chambers derived their primary income from membership dues. As the organizations increased their activities, however, receipts from dues were rarely sufficient to finance their work, and they began to adopt measures for the production of greater revenue.

One of the first of these was the graduated dues scale, under which individuals and firms were given a certain rating based on their volume of business, capital invested, payroll, gross or net earnings, or some other arbitrary standard. This method proved cumbersome and difficult, and has largely been abandoned.

Another method that was widely practiced was that of the plural, or multiple, membership system. Under this plan a firm or individual able and willing to pay more than the minimum membership fee,

paid a sum in multiples of that amount, and was given as many memberships as his investment would pay for. These were usually assigned to someone in his employ; but whether assigned or not, they could be used in voting.

That method grew out of the system of corporate control in private business, where stockholders very properly vote according to their financial investment in the concern. A difference may be noted, however. Those who pay money into the chamber of commerce treasury are investing in the community rather than in the corporation. While in some instances they may look for a direct return, usually profits are in the form of general civic improvements, increased business, improved living conditions, and the like. Furthermore, the man who can pay only \$25 or \$50 may be just as civic-minded, just as unselfish, as the man who is able to pay \$500. Men of larger means usually recognize this, and are willing to forego the voting privileges that go normally with their larger investment. Clearly, the organization must be wisely directed, but the principle that many chambers have tacitly adopted is that control should be exercised through leadership rather than through voting strength, and the voting of plurals has to a considerable extent been allowed to lapse.

Indeed, while plural memberships are still retained by a good many chambers, and while no criticism is here directed against that method where it is working satisfactorily, there has been a strong disposition of late years to place less and less emphasis on membership as such, and to sell men not a membership but a share in a general community responsibility, his contribution being made not in terms of how many memberships he can purchase, but what, measured by his standing and stake in the community, is his fair share of the community load.

This method is in use by many organizations under various names, but is designated most frequently as the activities-fund method of financing. It has obvious advantages; but these will be considered by your committee in greater detail in a subsequent report. It is mentioned here as the dominant trend in chamber of commerce financing today.

Chambers of commerce are particularly and urgently interested in this matter of organization finance in the present year of 1932. Just as they have been called upon to deal with recent emergency activities, many of them are now confronted with something that approaches an emergency in their own financial affairs, being seriously handicapped

(Continued on Page 20)

Individual Responsibility Needed!

By VICTOR PICK

Securities Service Corporation

DURING the Presidential campaign, that is increasing in intensity as the date of the election approaches, the custom of promising improvement in our economical conditions and relief from the depression is following the traditional line of previous campaigns. The Democratic party blames the Republican party for its delay in effecting proper relief when indications of a serious depression were plainly seen, and promises a substantial reduction in government expenses, repeal of the 18th Amendment—providing additional revenue for the Federal government—and a more or less hazy program for farm relief. Not willing to be outdone by the Democratic nominee, President Hoover has announced that he will cut government expenses to an even larger amount than proposed in the Democratic platform. While expressions used by both parties in their mutual blame for existing conditions are full of sarcasm and bitterness, these utterances should not be taken too seriously, because they are part and particle of any political campaign.

As a nation, we are not so much interested in what is behind us, and what the reasons may be for the existing depression—with all its suffering—but we are surely interested in “what the future will bring” and every citizen would like to know what the chances are during the next few years of real improvement in our individual condition. As a nation, we find ourselves today engulfed with surpluses of farm products larger than we have ever seen in our history. We have national resources developed to an extent never dreamed of before; we have better research departments, more up-to-date equipment in our factories, more talent, and yet, with all these factors that should contribute to general welfare, millions of our people are out of work and still looking in vain for a ray of hope that will bring them back their jobs. This not a condition confined to our own country alone, but is practically general all over the world.

While it is not a matter of consolation to refer to the hardships of other nations as an alibi for our own suffering, the fact remains that the United States, comparatively speaking, is today in a much better condition than any other nation on earth. Whether the policies of the present administration have been right or wrong is something that the future will reveal and, irrespective of whatever party will be in power after the coming election, public opinion has been aroused to such a force as to demand complete overhauling in our government machinery. The expenses of every form of government, as related to our present income, have been

exposed in so many articles over the United States that there is no need to refer to this fact again. As a people, however, we should be fair enough to measure our own shortcomings of the past.

There is no need to refer to foreign nations in a vain attempt to explain our own tribulations. Ever since the end of the war a large part of our population has really been living beyond its means. The easy way of installment buying has lured millions and millions of people into the objectionable habit of buying more than their pocketbooks could afford. The overextension of credit in this respect has temporarily benefitted millions of people at the expense of others. It is a deplorable fact that in good times and hard times a large part of our population is more or less living on a “shoe-string.” Even in these times of depression, when a temporary job is offered, its proceeds are not carefully held for the needs of the next week or the next month. There are people that do not pay their house rent, but are still continuing consultations with their bootleggers. Lack of funds does not constitute any retrenchment in the consumption of tobacco or alcohol. The new adult population is not stirred by this depression to greater effort, but apparently looks at life with an utter disregard for responsibility. The motto seems to be “enjoy yourself regardless of the future.” There are still plenty of families today that are living on the edge of want, but want their gasoline all summer to drive automobiles that in the present stage of unemployment must be considered as pure extravagance. The winter is coming and with it the need for coal and food. These people will soon be wholly dependent on charitable organizations. They have never been trained to save—even to provide food. The tragedy of unemployment is that it increases want for everything during periods of idleness. A man that has an occupation finds very little use for smokes during his daily duties, but when he is idle new wants of every description are created to fill his time. We are endeavoring to restore normal business conditions to the end that unemployment will cease. When the strain of this depression is over, however, there will be many men and boys that dislike work and they will drop back into their old habits.

As a nation, we have to learn to accumulate individually a surplus during better times in order to be prepared for hardships that will surely follow every period of prosperity.

The unfortunate utterances of our President in his campaign of 1928—that the United States would never pass through a panic again, a statement being

used by the Democrats as a battering ram in their campaign—is completely out of line with human history. The experience of centuries before proves that economical conditions go up and down in the form of cycles, but can never be expected to be stationary.

The curse of unemployment is the base of our economical disasters. One of the main duties of our educators in coming years will be to impress on the youth of our nation the importance of working and the principle of individual responsibility, which are so utterly lacking today. Our teachers must instil more discipline in our boys and girls, make them see the necessity of studying while they have an opportunity, and make them better citizens and prepare them to face the uncertainties of our daily existence. There has never been a cure for the woes of the inefficient, the ignorant, the loafer, or in general, those that refuse to take advantage of their opportunity for training while in school. They naturally drift into poverty and crime. No government or no religion is able to control them—they are lost and submerged in follies and miseries.

The best safeguard against another period of hardship is a widespread campaign to inoculate individual responsibility to our coming generation.



November Conventions

- Nov. 3-5—National Story Tellers' League.
- Nov. 4-5—Texas Commission on Interracial Cooperation.
- Nov. 5 —S. M. U. Ex-Students' Homecoming.
- Nov. 7-11—Texas Public Health Association.
- Nov. 7 —State Association of Public Health Nurses.
- Nov. 17 —Royal Neighbors of America, Alpha District.
- Nov. 19-20—Texas Branch, International Order of King's Daughters.
- Nov. 23-25—Baptist Missionary Association of Texas.
- Nov. 25-26—Altrusa Club, District Number Seven.
- Nov. 26 —North Texas District, Association of Osteopathic Physicians and Surgeons.
- Nov. 30 —North Texas Association of Maccabees.
- Nov. —Allied Theater Owners of Texas.



Young husband: “Last night when I got home, my wife had my chair drawn up before the fire, my slippers ready for me to put on, my pipe all filled, and—”

Old friend: “How did you like her new hat?”



One day an inspector of a New York tenement house found four families living in one room, chalk lines being drawn across in such manner as to mark out a quarter for each family.

“How do you get along here?” inquired the inspector.

“Very well,” was the reply. “Only the man in the farthest corner keeps boarders.”



Dallas

Official Organ of the Chamber of
Commerce
Published Monthly

E. C. WALLIS, EDITOR

EARL Y. BATEMAN, BUSINESS MANAGER

Vol. 11 NOVEMBER, 1932 No. 11

DALLAS CHAMBER OF COMMERCE OFFICERS

ARTHUR L. KRAMER	President
NATHAN ADAMS	Vice-President
HUGO SCHOELLKOPF	Vice-President
FRANK L. MCNENY	Vice-President
J. BEN CRITZ	Vice-Pres. & Gen'l Mgr.
A. V. LANE	Treasurer
C. J. CRAMPTON	Executive Secretary

1932 TERM

T. E. Jackson	A. M. Matson
Porter Lindsley	W. S. Mosher
Frank L. McNeny	R. L. Thornton
George S. Watson	

1932-1933 TERM

Nathan Adams	Arthur L. Kramer
W. A. Green, Jr.	Chas. R. Moore
John W. Carpenter	Henry C. Morris
Harry L. Seay	

1932-1934 TERM

George Waverley Briggs	F. F. Florence
Tom G. Leachman	Edward T. Moore
H. A. Olmsted	Hugo Schoellkopf
George O. Wilson	

STAFF

Z. E. Black	Retailers, Conventions
E. M. Fowler	Financial Secretary
Clyde V. Wallis	Industrial
Mike R. Fewell	Manufacturers-Aviation
Sam Goodstein	Transportation
L. A. Bell and C. R. Lancaster	Membership
E. F. Anderson	Wholesalers
E. C. Wallis	Highways-Publicity
H. W. Stanley	Trade Extension
Earl Y. Bateman	"Dallas"
Miss Geneva Carr	Road Information Bureau
Mrs. Uneta Brown	Junior Chamber

OFFICE: Chamber of Commerce Bldg.
1101 Commerce St., corner Martin Telephone 2-5425

SUBSCRIPTION \$1.50 A YEAR, 15c A COPY
ADVERTISING RATES ON APPLICATION

Use Air Mail

SPEED up business with air mail. This is the suggestion advanced in the aggressive effort now being made under the auspices of the Post Office Department for greater appreciation and use of the advantages offered by the air mail system. Refinements in recent months have made it more effective than ever before as a means of stimulating business.

Air mail planes flew 22,218,000 miles during the first eight months of this year, according to the latest report of the operating companies. They carried 5,369,575 pounds of mail. That the U. S. air mail service is without equal in the world is indicated by the fact that in the whole of 1931 the French airlines flew only 5,759,012 miles and carried a mere 411,407 pounds of mail, while the German lines flew 5,393,075 miles and carried but 801,415 pounds of mail, and the British lines flew only 1,604,000 miles and carried only 269,000 pounds of mail.

The latest of a long series of refinements in the service is the recent introduction by the Post Office Department of a new air mail stamp in conformity with the new rates which became effective in July. This eight-cent special air mail stamp obviates the necessity of using a combination of stamps, though ordinary stamps still may be used if the matter is marked plainly to go by air.

Speed is the service expected of air mail and in their efforts to satisfy the demand of modern business for more and more speed the airlines have introduced improvements constantly. A number of operators announced recently that faster mail planes are about to be delivered. They will be able to cruise at about 145 miles an hour with heavy loads, three times the speed of the railroad train. The average speed of 100 miles an hour which was acceptable three years ago is too slow today. The schedule between New York City and San Francisco will be cut to 23 hours eastbound and 27 hours westbound. The time between New York and Los Angeles already is down to 26 hours.

Every community today may benefit by the air mail service.

Speed is not the whole story. Its value varies with the number of users to whom it is available. Recognition of this has resulted in rapid extension of the air mail routes throughout the country. Those at which the mail planes do not make actual stops are served effectively by closely coordinated schedules between air and ground transport. The 25,430 miles of domestic mail airways include three transcontinental arteries and some 60 other routes crisscrossing the country over which the mail planes fly 98,716 miles every 24 hours.

Frequent schedules have been introduced, stepping up the flow of business on certain important routes by several

flights per day. For instance, four round trips with mail are made daily between New York and Washington, five between New York and Chicago and three between Chicago and San Francisco.

Between 40 and 45 per cent of the air mail is carried at night now, with minimum loss of business hours. Expansion of night flying has been rapid because of its special time-saving effect. Schedules are maintained today which had to be cancelled before, because instruments have been perfected by which pilots may fly with comparative safety in weather which a few years ago would have grounded them or subjected them to tremendous risks.

The American business man today has at his disposal not only the highly developed domestic air mail system but also an extensive air mail system through foreign countries, chiefly Latin America, pioneered and operated by American companies under the auspices of the Post Office Department. On this foreign service, planes fly 10,967 miles daily so that a letter may reach Buenos Aires or Santiago, Chile, in eight and one-half and seven and one-half days, respectively, from New York City. The American airlines girdle the South American continent. All this progress is business capital.

The air method is but the latest development in the transportation structure. It offers speed and mobility (that is, freedom from the fixed nature and traffic limitations of tracks and highways) which no other medium offers. Since it duplicates nothing it can not be considered the rival of conventional transportation. Air transportation is rather a supplementary unit in the complete transportation structure which has been developed to meet the unceasing demand for stepping up the flow of business matter.

Air mail is the modern business tool, operating on the principle that economy of time is economy of money. It is particularly valuable as a stimulant to business under present economic conditions, and thus is justifying the government's interest in its development from the modest beginnings in 1919.



Business was over for the day and the partners had adjourned to a nearby hall for a game of billiards. As the evening was nearing its end and they were preparing to go home, one of them clapped his hand against his brow and emitted a shrill scream.

"We're ruined! we're ruined!" he shrieked. "I just remember that I left the safe door open when we closed the shop."

"Oh, that's all right," replied his partner coolly. "We're both here, aren't we?"

DALLAS, November, 1932

Style Show at Fair

The 46th Annual Exposition of the State Fair of Texas was classified as a "Fair Different." Several new attractions were offered for the first time. One of these was the short unpretentious fashion show that was presented each evening during the entire Fair. This was the headliner of the Texas manufacturers exhibition. Twelve Dallas manufacturers exhibited merchandise in this show, which played to big crowds each evening.

The following firms exhibited merchandise:

READY-TO-WEAR — Aronson - Rose Mfg. Co., Donovan Mfg. Company, Higginbotham-Bailey-Logan Co., Justin McCarty, Inc., Lorch Mfg. Co., Marcy Lee Mfg. Co.

MILLINERY—Dallas Hat Mfg. Co., Gaylord Hat Co., Higginbotham Millinery Co.

HOSIERY—Baker-Moise Hosiery Mills. **UNDERWEAR**—Fox-Coffey-Edge Co., Sally Frances Mfg. Co.

Southwestern Style Show Association models presented were: Bennie Bushell, Elva Cowart, Rose Pfifer, LaVerne Morgan, Corrine Mills, Sunny Wallace.

The show proved so successful this year that it probably will be a yearly presentation at the Fair. In years to come it will be made a large and pretentious offering.

The style show was conceived and executed by the Wholesale Merchants Association, a department of the Chamber of Commerce.



New Members

The following new members have been added to the Dallas Chamber of Commerce roster:

Cameron Oil Co., Republic Bank Bldg.
Herbert Bros. Manufacturing Co., 1402½ North Peak, manufacturers of work clothing.

Southern Security and Commodity Exchange, Inc., 311 Tower Petroleum Bldg.
Julian Capers Advertising Agency, 910 Insurance Bldg.

D. L. W. Motor Freight Lines, 843 South Lamar.

Dallas Sewing Machine Co., 907 Jackson St.

H. A. Harrold, 4131 Commerce, motor transportation.

Southwest Advertising-Merchandising Co., Allen Bldg. Advertising representatives Philco radio.

National Hospitalization System, Inc., Praetorian Bldg., insurance.

Cloud Employment and Letter Service, Gulf States Bldg.

Horace P. Eller, 1509 Praetorian Bldg., central real estate.

Meador & Meador, Kirby Bldg., attorneys.

Radio Laboratory Co., 2933 North Henderson, radios and service.

J. M. Rush, Tower Petroleum Bldg., oil operator.

Society for Adult Education, Wilson Bldg.

H. W. Bass, 1814 Magnolia Bldg., oil production and drilling.

Wanted

another MAGAZINE

THE facilities here are such that our present schedule can be readily adjusted to include the printing of another publication.

We point to the quality of our workmanship in "Dallas Magazine" as convincing evidence of this Company's fitness to serve as printers of your publication.

Printing service from blotters and office forms to publications—a service that meets all your requirements and answers each of your printing questions promptly and satisfactorily. Our accumulated experience of thirty-three years as publishers and printers is at your disposal. Dial this number for attention to your printing needs.

TELEPHONE
7-1259

Ginner & Miller Publishing Co.

RICHARD HAUGHTON, *President*

W. G. OLIVER, *Sec'y-Treas.*

3116-18 COMMERCE ST. . . . P. O. BOX 444 . . . DALLAS, TEXAS

PRINTERS AND PUBLISHERS

• EDITORIALS •

Highland Park and Dallas

During the past three years the question of merging Highland Park and Dallas has been often discussed and many efforts made to bring it about, but each time because of legal difficulties encountered it was not aggressively pushed. During all this time, however, the sentiment has been steadily growing among those sincerely interested in the welfare of both cities that it is vitally important this merger take place.

It seems that the opportune time has now arrived to accomplish this merger and proper and dignified steps have been taken to bring this about.

The things in Dallas objected to by Highland Park have been rectified. In addition, Highland Park has been guaranteed those things its citizens cherish most, the permanent continuance of which is also of great value to Dallas.

The welfare of the two communities is interwoven as closely as is possible, for if something unfortunate should happen to Dallas it would immediately affect Highland Park, since the money to pay Highland Park taxes is made in Dallas. So the major question to be seriously considered is: "Can the citizens of Highland Park continue to be disfranchised in Dallas where their major interests are centered?"

It is indeed one of the most important questions facing our entire citizenship at present, so much so that it has been commented on editorially by outside newspapers and is being watched with interest by our competitive cities.

A new day is beginning for Dallas and the future holds great possibilities for us, provided we unselfishly and aggressively take advantage of our opportunities. To do this we must be a united citizenship in every way.

The merger seriously concerns the future welfare of us all, and we believe that if the citizenship of both communities study the matter carefully and without prejudice, we will begin the New Year as one great city.



Let's Settle Down

Most people seem to think that there isn't much chance to do business in a presidential election year. At any rate they think that if politics interferes with business, then business should be abandoned and all commercial initiative and effort should be suspended until the election is over.

This seems to be quite human, but certainly not very sensible. Too many people are dependent on

the continuous operation of business, especially in these times, to permit the suspension of it for any sentimental political reasons.

Business always goes on regardless of elections and regardless of who gets elected. Especially is it evident under present conditions and in the present instance that under either candidate the current governmental activities for protection, support and promotion of business and employment recovery must and will be continued.

The point we are trying to make is that whether we like the results of the election or not we shall all have to settle down to work again, and that the intelligence and energy of individual business men in their own affairs will have more influence on the future prosperity of this country than politics or political elections.

The smart man will settle down to business now and beat the political observer to it.



Prepare for Prosperity

It has taken the average business man three years to learn how to conduct his business during a depression. Very shortly he must learn another lesson—how to conduct it during good times. "Prosperity is just around the corner and we are now rounding that corner" has been said a thousand different ways during the last few weeks. But we must be certain that we will recognize the lady when we see her—she is going to be an entirely different person from the one we left back in 1929.

Already, among the more courageous and forward-looking business men, there has started a desperate scramble for new business to make up for the losses of the past three years. Notice the magazines and newspapers and see how, just during the last few days, the advertising has increased. Salesmen are getting back into harness and again the postman brings his increasingly heavy load of direct mail advertising.

Competition is going to be more severe than ever before. New ideas are to be pushed vigorously and research, both scientific and economic, is to be used as never before in the lowering of production and distribution costs.

All of this means that the man who is ready for business will profit the most when the upward swing is in full progress. The one who waits will find himself in a more severe depression than the one through which he has just passed.

—WARNING—

TO DALLAS MERCHANTS!

A GREAT MANY DALLAS MERCHANTS ARE BEING ROBBED by a practice now very prevalent among clerks and salespeople in retail establishments throughout the city. We refer to the habit, born of a mistaken idea of thrift, of turning off every possible light at every opportunity.

We have current to sell and we try to sell every Kilowatt-hour of electric service that Dallas can use. But we want it to be bought for the indisputable benefits that it brings. And we submit that the merchant or clerk who carries his economy to the extreme of cutting off one of his best and cheapest sales-creating factors to reduce his overhead is like an irrigation farmer who cuts off his water supply in order to reduce his crop costs.

Not only is it true that "Goods Well Displayed are Half Sold" but it is also true that "Better Lighting Sells More Merchandise"—and this not only applies to counter and other interior displays but to show-windows and store fronts.

Light, properly used, is at once the cheapest and best sales auxiliary in any retail selling—and one of the most potent and economical forms of advertising and invitation available to any merchant.

With the Pre-Christmas Consumer Buying Season now opening a two-month buying period in Dallas we urge Dallas merchants to weigh carefully the part that light can play in building up sales and profits. If there is any one season when a flood of cheering, revealing light will pay bigger dividends in sales than at any other time in the year it is the Pre-Christmas Selling Season.

Dallas Power & Light Company

FREE ASSISTANCE

Engineers of your light company, specializing in the proper application of display lighting for all types of merchandise under all kinds of conditions, are competent to advise you concerning your lighting problems; and are eager to serve you without cost or obligation. Their consulting service is not for sale to anyone—but is available, free, to any merchant, business man or any member of the electrical and building trade in Dallas.

Take advantage of this free technical service. It may save you money. Certainly it will save you time, effort and worry.

PHONE 2-9321—ASK FOR STATION 356

CARROLLTON, population 800, paved square, all streets paved or graveled, affiliated high school, four churches, gas, lights, water, sewerage, three railroads, 30 business concerns, 8,000 bales cotton ginned in community, 250 acres sweet potatoes in one field, corn, wheat, oats, and cotton principal crops, dairy farming, cattle and hogs. Thousands of cars of gravel shipped annually, brick and pottery clay plentiful. Fifteen miles north of Dallas, the largest market in the South. For full information, address city secretary, Carrollton, Texas.

CELINA, located forty miles north of Dallas on Highway No. 116 in the black land belt. The blackest land and the whitest people. Soil prolific to the growing of corn, cotton, wheat, oats, Bermuda onions, barley and all kinds of truck and vegetables, poultry and stock raising. Healthful climate with mild winters.

Celina solicits manufacturing industries; has all necessary conveniences, highways, railroad and motor bus lines, natural gas, high-power electric service, Artesian water, affiliated high schools, six churches. Write Chamber of Commerce, Celina, Texas.

DENTON County is recognized as one of the leading counties in the state in the production of wheat, oats, corn, cotton, dairy cattle, poultry and sheep. Among other leading crops are sweet potatoes, peanuts and melons. Good farms can be bought now at a very attractive price. Every farm has, or may have a bountiful supply of excellent Artesian water that never fails and never becomes muddy or unpalatable. For further information, write O. L. Fowler, secretary Chamber of Commerce, Denton, Texas.

FARMERS BRANCH, site of one of the pioneer settlements of this territory, is located on the "second bottoms" of the Trinity river. East of the town the land slopes up to the black-soiled prairie and to westward the slope is gently down to the river bottoms. The farming land in this part of the state is exceedingly rich and the community is thickly settled with industrious, high-type citizens. General farming is practiced here, as conditions are well suited to cotton growing and the raising of live stock. Diversified farming is practiced more and more each year. Write for further details to R. L. Rasberry, Farmers Branch, Texas.

FORNEY, just sixteen miles east of Dallas, in the richest black land belt of Texas, with natural gas, electric power and Artesian water, is an ideal place for small factories. Our chief crops are cotton, corn and that famous "Forney hay." Attractive proposition will be made to responsible party or firm looking for good location for textile or other factories. For further information, address Forney Lions Club, Forney, Texas.



FRISCO is near the county line between Dallas and Collin counties, in the heart of the famous black land belt. It is chiefly engaged in the production of cotton, grain and live stock, which are produced abundantly in this territory. Excellent Artesian water is available at a depth of about 750 feet. Geologists say that this is the same stratum and the same stream of water made so famous by the Oak Cliff independent water system. This town is located in possibly the best small grain district of the state, the average acre yield of oats being around 60 bushels, and 90 bushels is not uncommon in good years. Write to S. T. Carpenter, city secretary, Frisco, Texas.

GARLAND, Dallas county, 20 minutes from downtown Dallas, 15 minutes from Southern Methodist university. Population about 1,600, served by two power companies, natural gas and good water. All conveniences. The advantages of the small town and the large city combined. Five excellent churches and a fine school system. In the heart of the black land belt. Served by two railroads and excellent bus and truck service with 25 cents round trip on busses to Dallas. Low tax rate. One of Texas' best cotton markets. "The City of Beautiful Homes." For details, write Garland Chamber of Commerce, Garland, Texas.

GRAND PRAIRIE stands midway between Dallas and Fort Worth, on the most traveled highway in the state, keeping in step with both great cities, to profit from each and to add her part to the development of each. Located in an ideal industrial section, yet maintaining the beauty and comforts of a home city, Grand Prairie has much to offer the prospective investor. Many factories have already chosen Grand Prairie because of its favorable location. Railroad and transportation lines, two nearby airports and a fine transcontinental highway provide transportation. For details, write Mrs. Stella Rohde, secretary, City of Grand Prairie, Grand Prairie, Texas.

GRAPEVINE, 20 miles northwest of Dallas, 20 miles northeast of Fort Worth. Concrete highways from Grapevine to both cities. All modern conveniences; various types of soil; highly diversified farming; many country estates under development. Fully accredited high school; desirable industrial sites; excellent Artesian water. Small factories wanted. Attractive residential sites; four outlets by concrete highways; highest altitude in Tarrant county; \$1.00 tax rate. For further information, write D. E. Box, secretary, Grapevine Business Men's Club. 1930 census, 936 population; estimated 1,100 now.

A DIGEST

Concerning Manufacturing Opportunities, In Trucking Lands and Cultural Advantages of the Listed. Write the Address and Receive Attention

Economists have declared that New England is 85 per cent developed and that the Southwest is only 15 per cent developed. This fact, borne out by indisputable statistics, has definitely established the fact that here is to be the future growth of and expansion of American Business. The following shows that fertile, progressive part of the Southwest where men have determined that the future shall be.

IRVING is situated in the fast-growing northwestern part of Dallas county, 10 miles from Dallas, on paved road and 25 miles from Fort Worth. Chief industries: Truck farming, dairy.



STOF FACTS

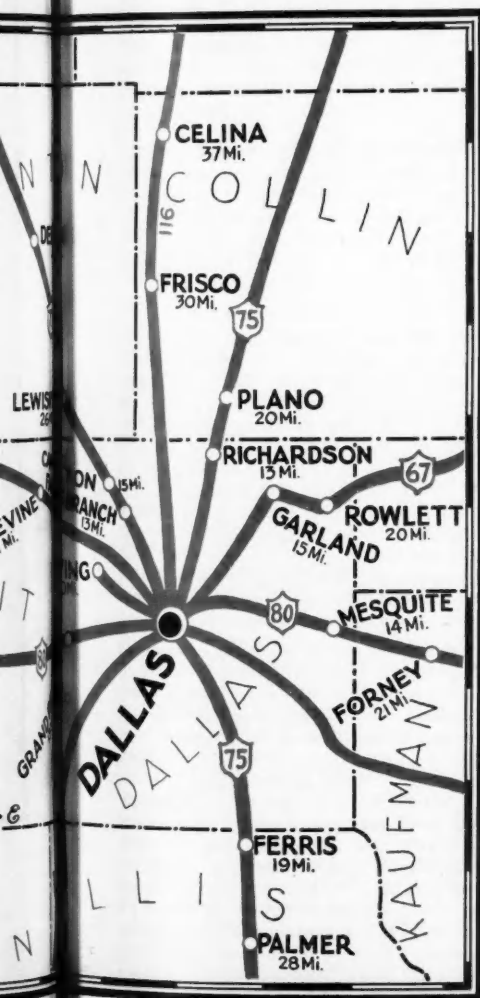


**Opportunities, Investments, Farm, Fruit and
Addresses of the Texas Towns and Counties
Attention and Your Inquiry Will
Receive Attention**

Engineering shall be left undone to keep their particular
Southwest part of the region well in the forefront. The
et, homes and towns described on this page are busy
nities, equipped with patriotic, public-
ture leaders, all determined that their own
ss. The townsmen and their townsmen's children shall
e part of the future glories of their
ed that territory.

ing, nurseries and poultry raising. Soil
sandy loam, abundance of Artesian water,
natural gas, electricity and sewerage.

Schools: Affiliated high school and
grade school.



Transportation: Three railroads, Fort Worth to Houston, via Dallas, bus line, convenient schedules. Irving offers ideal homesites for industrial Dallas, located only 10 minutes' drive from the recently completed industrial area of Dallas. Due to our excellent transportation facilities and abundant trackage space, we can offer unusually good factory sites. The entire community surrounding Irving is served by good all-weather roads, making access to Irving and Dallas available every day in the year. Climate mild and healthful. Small tracts of land available for ideal country homes and estates. For detailed information write, Irving Chamber of Commerce, Irving N. W. Dallas County Civic Association, Irving, Texas.

LEWISVILLE, located in southeast corner of Denton county, twenty-three miles north of Dallas; thirty-two miles northeast of Fort Worth, on paved highways to both cities; on M.-K.-T. Railway; just three miles from Lake Dallas.

Surrounded by varied soils, ranging from heavy sandy to black waxy. Adapted to fruit, truck, nuts, dairying, poultry and live stock, as well as cotton, corn and small grains. Feasible irrigation district.

We solicit inquiries concerning locations for factories and industrial plants. Have desirable location, local labor available, low tax rates.

For further information, address Chamber of Commerce, Lewisville, Texas.

RICHARDSON, eight miles from Dallas city limits, brick paved highway through city, highest quality Artesian water from poluxy sands, standard piping over entire city with automatic prescribed pressure. Municipal-owned sewerage system, paved or graveled streets, telephone system, efficient local and long distance service; Southern Pacific railroad, Texas Traction Co. lines; surrounded by most productive black land with every road paved or graveled; five churches with working membership, affiliated 14-room high school; progressive city government not burdened with local taxes. Address City of Richardson, Richardson, Texas.

MESQUITE, 15 minutes from Dallas, home of the Mesquite Fair, is a progressive city. Essentially an agricultural community and favored with black fertile soil Mesquite has found it possible, through the production of cotton, feed-stuffs and live stock, to weather economic storms. The gently rolling farms, well terraced where that is needed, are adequately drained but never washed. Mesquite merchants are well supported by their community and in return are co-operating intelligently with the farmers,

a mutual arrangement that has done much to distinguish the community. For further details, write Mesquite Chamber of Commerce, Mesquite, Texas.

PALMER is a friendly city, peopled with the finest stock of American citizens. From the material standpoint it must be remembered Palmer is surrounded by fertile farms, operated by men who understand the science of agriculture. Its business houses flourish even in times of economic upheaval and during the last few weeks the transportation facilities have been augmented by the completion of concrete paving that connects the town with the Gulf and with the cities to the North. Palmer is noted as one of the most prosperous towns in Texas. For further information, write City of Palmer, Palmer, Texas.

PLANO, a city of 2,000, is located in South Collin county—18 miles north of Dallas. Wealthiest city of its size and the center of the richest farming section in Texas. Lateral roads leading in every direction from city are piked.

Plano is located on U. S. Highway No. 75 from Winnipeg, Canada, to Galveston; is served by the Southern Pacific, north and south, and Cotton Belt, east and west, and hourly service on Texas Electric Railway from Dallas to Denison. Population of trade territory, 7,000; chief occupations: farming, raising and feeding live stock, dairying and poultry raising. Plano has 34 stores, bank, newspaper, ice plant, three cotton gins, large grain elevator, four garages, 12 filling stations. Plano is the center of the black land belt of Texas, is a beautiful residential city, and an ideal location for small factories. Address Joe Bradshaw, secretary, Chamber of Commerce, Plano, Texas.

RHOME is northwest of Dallas in the edge of Wise county, just on the outskirts of the great ranch country. The territory is of a rolling to a hilly type, with most of the farm land of a mixed chocolate loam, ranging to a light gravelly class. The chief products are live stock as the land produces excellent pasture and feed crops.

Connected with both Fort Worth and Dallas by fine hard-surfaced highways, the community stands in a most favorable location for future development. Write for further details to L. Wayne Renshaw, care Rhome Milling Co., Rhome, Texas.

ROWLETT is in the heart of the famous black land cotton belt, northeast of Dallas, and is noted for its high production of good quality long staple cotton. The soil is also well suited to grain and live stock production. In recent years many farmers have discovered that summer Bermuda onions of very high quality can be produced. Write J. H. Buhler, Rowlett, Texas.

We'll Soon KNOW!

Who has been elected—what the market has done—when beer will be back—etc., etc., and so forth.

But—business has to go on regardless of all that and advertising is part of business.

Art is part of Advertising and I sell Art for Advertising. Come in and see me or call when you need Art in your Advertising.

Underwood and Underwood Photographs might be what you need. I'm Southwestern agent for them.

HUGH CARGO

1816 Allen Building
D A L L A S



In Texas it's Hilton Hotels

DALLAS
WACO
MARLIN
ABILENE
SAN ANGELO
EL PASO
LUBBOCK
PLAINVIEW

Never Changing Rates

\$2.00 - \$2.50 - \$3.00

Membership Meeting

(Continued from Page 5)

not less sporty since brass knuckles and loaded gloves have been forbidden, and football is not less interesting to the millions since foul tackles have been abolished. Will competition be less profitable if rules are established, binding upon all in a given trade or industry, which insure a fair deal for the laborer, for the investor and for the members of the industry, be they large or small? Self-regulation can largely take the place of public regulation and government interference with business can be minimized."



How Light Came

(Continued from Page 9)

Williams, the revival meeting drew large crowds.

Although it was amazing enough for the times, the first incandescent lighting experiment was not a complete success. A 10 h.p. steam engine and a dynamo developing 50 volts direct current, were installed in an adjoining building—the coffee and spice mill of Babcock, Foote and Brown. At least once a night during the meetings a hot box would occur in the dynamo, throwing the system on the blink and the meeting into total darkness. During the black intervals, Sid Williams would request the congregation to sing until Clower could dash enough water on the machine to cool it off and restore illumination to the gathering.

Another Company Formed

The fourth electric light plant to be established in Dallas was a new company, the Queen City Electric Light and Power Company, opening in East Dallas in 1888. The plant was located on the H. & T. C. railway between Live Oak and Swiss. Owen J. Cook was president and manager, C. S. Knight, secretary-treasurer, and Henry Garrett, superintendent.

This was the first plant in Dallas to furnish satisfactory incandescent lighting service. The Vandepool light had proved unsuccessful and the Slattery system of incandescent lighting was installed in this plant from the start. Fort Wayne Jenney dynamos were used for arc lighting and said to produce a steadier, brighter light than the Weston dynamos. Generators supplied a 1,000-volt circuit and transformers were used for the first time to step down to 110 volts. Wires were strung on wooden blocks, wood being used extensively instead of porcelain insulation.

In the city directory of 1888-89, the prefatory writer remarks:

"At night, like 'the stars that shine in deep Galilee' you watch the glare and glitter of electric and gas lights on all the street corners and in the places of business, turning the darkness into the brightness of daylight."

Competition Between Companies

Heated competition sprung up between the Queen City Company and the Electric

Light, Power and Manufacturing Company until they finally merged in 1890 to form the Dallas Electric Company with a central plant at 347 N. Houston street (now the foot of Griffin street), the present site of the Dallas Power and Light Company's generating plant.

W. H. McGrath (whom we have already noticed in connection with the Brush Illuminating Company and their first commercial electric lighting plant in the United States), representing R. T. McDonald, a capitalist of Fort Wayne, Indiana, built this plant for the Dallas Electric Company. McGrath came to Texas in 1886, building the Houston and New Orleans plants before coming to Dallas.

Slattery alternating current dynamos were installed in this plant. Direct power was produced from Wood arc light generators. The arc light machines had a capacity of from 16 to 30 arc lights and the Slattery generators were rated as 1,000 or 2,000-light generators. Both 52-volt and 110-volt circuits were provided. There was no standard lamp at this time. Bulbs of various types were used, including those of the "bayonet" type, so called because of the similarity to an army bayonet and rifle barrel.

As the efficiency of the equipment developed, electric service began to grow. The Dallas Electric Company in 1893 had a capacity of 5,000 incandescent lamps and 500 Wood arc lamps. Even by 1891 we find the city directory remarking:

"There is no better lighted city in the South than Dallas, for its population. It has 251 arc lights, making its streets as bright as the noonday, not only in the business quarters, but far out into residence portions on the outskirts among the homes of the people."

Oak Cliff Plant

In order to accommodate the rapidly increasing population of Oak Cliff, T. L. Marsalis organized the Oak Cliff Light and Power Company in 1891, acting as president of the company with J. A. McAleer, secretary, and E. G. Patton, treasurer. The plant was located at Lancaster and First streets in Oak Cliff—the site of the present city water pumping station. This company changed its name a few years later to Oak Cliff Water Supply, Electric Light and Power Company, but was short-lived, disappearing from record in 1905.

During the early nineties, because of the number of light companies then in operation, cut-throat competition was inevitable. Many went bankrupt and no wonder. Incandescent light service was offered at a flat rate of 50 cents a light per month. Bulbs were furnished by the companies free of charge. No meters were used and consequently much more electricity was consumed than was paid for. Service was supposed to be discontinued at 10 o'clock every night, but unlike the arc lights which could be cut off promptly at the central plant, the incandescent lights could not be controlled from the plant without cutting off the entire system. Consequently, few lights

Your Credit



and what it can do
for you in times of
stress.....or anytime

Eighty per cent of the nation's business is conducted on a credit basis—with convenience as the controlling factor.

Operating a household is a business—the greatest business in the world and the one on which all others depend for their existence. Credit was originated as a simplified method whereby honest men and women

might transact business in a systematic, sensible manner, without the burdensome exchange of currency at each deal. The housewife may save herself many hours of needless effort and inconvenience by purchasing her groceries from one or more of the splendid business establishments listed on this page. A careful record is made of each sale, and periodically—at the convenience of the buyer—a statement is rendered. It is simple—and satisfactory to thousands of Dallas women. And don't forget that even in the best of regulated homes there is sometimes a temporary shortage of cash. This need not be reflected on the tables of women who take advantage of the credit offered her by these fine stores.

The finest partner a business man can have is a wife who so conducts the business of homemaking on an economical, efficient basis, yet saves enough time for those things which make for happiness and contentment.

Locate Your Nearest Store Below

East Dallas

North Dallas

- BRINKER GROCERY**
Grocer, Market & Bakery
5903 Preston Tel. 5-2184
- CASH GROCERY & MARKET**
3119 N. Haskell Tel. 5-4573
- HOOD GROCERY & MARKET**
5035 Lemmon Avenue
- KNOX STREET GROCERY & MARKET**
3133 Knox St. Tel. 58-2810
- PERRY HEIGHTS GROCERY & MARKET**
2909 Wycliff Tel. 5-5200
- J. W. SANDERS GROCERY & MARKET**
5527 Maple Ave.
Tels. 5-9327, 5-7002
- TRINITY FOOD STORES**
4102 Maple Ave. Tel. 5-0176
- BRINKER GROCERY**
Grocer, Market & Bakery
2906 Greenville Ave. Tel. 3-8112
- COLLEGE HILL GROCERY & MARKET**
1714 Garrett Tel. 8-5115
- GREENVILLE AVENUE GROCERY & MARKET**
3022 Greenville Ave. Tel. 3-4001
- WRIGHT & HOWARD GROCERY & MARKET**
3816 Junius St. Tel. 3-0453

- SATTERWHITE GROCERY & MARKET**
5207 E. Grand Tel. 3-0592
- SHAWHEAN & WILSON GROCERY & MARKET**
1608 Hall St. Tel. 3-0500
- VICKERY PARK GROCERY & MARKET**
2813 N. Henderson Tel. 8-8169
- FRED WEBBER GROCERY & MARKET**
3231 Swiss Ave.
Tels. 3-2194, 3-2195

Oak Cliff

- BAUMAN & WHITE GROCERY & MARKET**
902 E. 7th St. Tel. 9-9083
- CONCHO GROCERY & MARKET**
308 Concho Tel. 9-8105
- J. T. HARRIS GROCERY & MARKET**
1100 S. Polk Tel. 6-0260
- LEMBURG BROS. GROCERY & MARKET**
203 N. Ewing Tel. 6-3587
- MCDOWELL GROCERY & MARKET**
817 W. Davis Tel. 6-1060
- PHIPPS BROS. GROCERY & MARKET**
125 N. Marlborough Tel. 9-1135
- PIERCE ST. GROCERY & MARKET**
718 Pierce St. Tel. 6-0182

INDEPENDENT Food Stores

Spend it as Fast as YouMake it

SPEND IT AS FAST AS YOU MAKE IT, or spend it before you make it, is the policy of too many of us who are in the prime of our productive period.

Normally, the first twenty years of our lives should be spent in preparing for life. The next forty should be spent earning a living, raising a family, achieving our purposes in life and building up an estate. The years that remain should be spent enjoying the fruits of our many years of labor.

Most of us will have earned a sizable fortune before we reach sixty, but, if experience of the past is indicative of the future, very few of us will have saved and conserved any of our fortune.

Why not adopt NOW a plan of life insurance which will help you build and conserve an estate out of your present and future earnings, and insure you an independent, carefree old age?

Life Insurance is the safest, surest, most convenient and sensible plan for building an estate and providing an income for old age.

Texas Security Life Insurance Company

Ask about our Retirement Income Bond which guarantees you a life income, beginning at age 60 or 65.

Ross Priddy

DALLAS BRANCH MANAGER
8TH FLOOR INTERURBAN BLDG.
PHONE 7-1308

went off at 10 o'clock sharp unless the consumer was conscientious or sleepy. The first bulbs to be used contained a carbon filament and were usually of 16 candle power, about 60 watts as we judge them today.

More Companies Formed

In the year 1897, another company appeared in Dallas. C. L. Wakefield as general manager formed the Dallas Ice Factory, Light and Power Company, as far as is known the first combination of that kind in history. Charles J. Ball was president of the new company, P. D. C. Ball, vice-president, and Paul M. Gallo-way, secretary. The plant was located on the present site of Wakefield's City Ice Delivery Company. Alternating current was used and incandescent lighting furnished under a meter system to individuals and at a flat rate to large consumers.

In the following year still another company, The Standard Light & Power Company, with John M. Oram as general manager, was established. The generating plant was situated west of Ervay on Pacific, approximately where the stage of the Palace Theater now stands.

Light poles at that time were of all sizes and heights, each company having a separate set of poles and wires. Controversy arose among the competitive companies over the question of a standard height for light poles. Wakefield got his franchise a few months before the Standard began operating and set up his lines under the others at a height of 30 feet. In this way his lines ran directly and evenly instead of waving up and down, as did the old lines strung on uneven poles—some high and some low. He also saved around \$20 per pole in installing.

The Dallas Electric Company, the Dallas Ice Factory, Light and Power Company and the Standard Light and Power Company continued to operate as separate units until sometime before 1902, when the Standard was absorbed by the Dallas Electric Company.

In October, 1902, Stone and Webster bought out the Dallas Electric Company and in 1903 the name was changed to the Dallas Electric Light & Power Company.

There was no further change in either company until October 1, 1917, when the Dallas Power & Light Company acquired the Dallas Electric Light & Power Company. The Dallas Ice Factory, Light and Power Company was then the only other company. Early in 1919 the Dallas Power & Light Company took over this company and since that time has been the sole company supplying electricity in Dallas.

HOW ABOUT IT?

Pat called on the priest and said: "Father, can I ask a question?"

"Sure, Pat," said the priest.

"Well, Father," said Pat, "I know all about Shrove Tuesday, Ash Wednesday, and Good Friday, but phwat the devil is Nut Sundae?"—The Corn Cob.

The Modern Chamber

(Continued from Page 10)

capped by loss of membership and support. To some extent this is a sympathetic reaction to a general trend, but in many instances curtailment in chamber support is entirely disproportionate, and appears to be the result more of an apathetic attitude toward all organized community endeavor than in response to necessity or even in accordance with prudent general retrenchment.

A good many chambers, having performed creditably during the past year, now find their continuing and permanent functions in the community somewhat overshadowed by the more dramatic aspects of emergency relief work. The various phases of emergency work, generally speaking, have been well taken care of, but the chamber itself, which in many instances was the agency through which the work was done, is suffering disproportionate withdrawals of support. In some places this tendency is more marked than in others; but there is a regrettable disposition toward curtailment noticeable among those who ordinarily support local chambers.

This is a situation that should challenge the attention of business men. It is not in the interests of continuing community development, nor in keeping with good business practice, to impose a short-sighted economy upon organizations whose demands for service and for constructive community measures are increased rather than diminished during periods of economic depression. Prudence will dictate the degree to which their programs and even their budgets should be modified in response to general conditions; but it is not prudent to weaken their permanent effectiveness by disproportionately drastic curtailments of support in times of economic stress. They should be given adequate financial means to carry on their current work, and should be strengthened to cope with the important civic and business problems of the future. In this, as in other issues that affect the welfare and permanence of local chambers, the Chamber of Commerce of the United States is looked to for leadership and counsel; and it should continue to assist local cham-

(Continued on Page 25)

"Show Me" Advertising

If the kind of advertising you've been using hasn't paid—call us. We'll find the cause and SHOW YOU how to plan, prepare and direct advertising that DOES PAY.

IRA E. DEJERNETT
Advertising

919 Santa Fe Building
Phone 2-8168

\$160,000 Made,

But How Much Saved?

BETWEEN THE AGE of 20 and the age of 60, the average business or professional man earns a good sized fortune—but only a few seem to realize this and fewer take advantage of it. Most of us earn, and as quickly spend, our little fortune, taking no profit for ourselves and creating no surplus for the time when earning days will be over.

\$160,500 is quite a fortune for the average business or professional man—but your fortune will

probably amount to more. For your own information, estimate your earnings for the past and future years and substitute your figures in the chart of earnings shown below. What's your total—quite a fortune isn't it?

Well, how much of your back earnings have you now, and how much of those future earnings will you keep for yourself? That's the question of vital importance to YOU.

If you have done a poor job of saving up to now, and do not have much to show for that part of your fortune you have already earned, don't be discouraged. Maybe it's not too late. The chart shows that about 80% of the fortune is earned between the ages of 35 and 60 and about 50% between the ages of 45 and 60.

Don't spend all YOUR FORTUNE. Take a profit for yourself and save a part of it to insure you an independent, carefree old age. A representative of one of the TEXAS companies listed below will gladly show you how you can do this BEST through life insurance.

AGE	AVERAGE ANNUAL EARNINGS	TOTAL EARNINGS
20 TO 25	\$1,500	\$7,500
25 TO 30	2,400	12,000
30 TO 35	3,000	15,000
35 TO 40	3,600	18,000
40 TO 45	4,800	24,000
45 TO 55	6,000	60,000
55 TO 60	4,800	24,000
20 TO 60		\$160,500

SOUTHERN OLD LINE LIFE INSURANCE CO.
SLAUGHTER BLDG.
DALLAS, TEXAS

INTERNATIONAL TRAVELERS ASSURANCE CO.
MEDICAL ARTS BLDG.
DALLAS, TEXAS

SOUTHWESTERN LIFE INSURANCE CO.
SOUTHWESTERN LIFE BLDG.
DALLAS, TEXAS

REPUBLIC LIFE INS. CO.
MEDICAL-DENTAL BLDG.
DALLAS, TEXAS

SOUTHLAND LIFE INS. CO.
HARRY L. SEAY, PRESIDENT
DALLAS, TEXAS

GULF STATES LIFE INS. CO.
GULF STATES BLDG.
DALLAS, TEXAS

UNITED FIDELITY LIFE INSURANCE CO.
T. & P. BLDG.
DALLAS, TEXAS

TEXAS SECURITY LIFE INSURANCE CO.
INTERURBAN BLDG.
DALLAS, TEXAS

TEXAS PEOPLE ARE SOLD ON TEXAS LIFE INSURANCE COMPANIES, ACCORDING TO LAST PUBLISHED REPORT OF THE TEXAS INSURANCE COMMISSION. TEXAS COMPANIES, ALTHOUGH OUTNUMBERED THREE TO ONE BY NON-RESIDENT COMPANIES, WRITE MORE THAN HALF THE LIFE INSURANCE WRITTEN ON THE LIVES OF TEXANS.

The Month in Business and Finance

By JOHN PEYTON DEWEY

CALL---

2-5425

Magazine DALLAS, for advertising
rates on this Financial Section

*A Complete Banking, Trust and
Investment Service*

**The
Republic National Bank
and Trust Co.**
Dallas, Texas

Higher Prices Will Be Seen for Good Gold Stocks

WHY?

Explanation is very simple—

GOLD is the only commodity that maintains a stable price level.

With cheaper labor and all materials and equipment used in gold mining at much lower prices than three years ago, and likely to stay low for quite a time to come, profits of gold mining are constantly increasing.

Ask us for particulars about the EL ORO MINE—potentially the biggest mine in the United States in coming years.

SECURITIES SERVICE CORPORATION

*Largest and Oldest Statistical Service House
in the South*

441 DALLAS BANK & TRUST BLDG.
DALLAS

National

BUSINESS activity that has continued to increase right up to the end of October set a new high for 1932 during the final week. Railroad net operating income, thanks to economies, is about back on a level with 1931. According to the president of the American Federation of Labor, unemployment is being reduced at the rate of some half a million men per month, with the prospect of a seasonal reversal of this trend in November.

"Industrial activity and commodity movement increased by considerably more than the usual seasonal margin," the monthly Federal Reserve Board report states, "while the advance in factory employment and payrolls also was greater than usual for the time of the year." The report shows a very encouraging improvement in national financial conditions, including increases in gold stocks, further sharp decreases in hoarding, increases in reserves of the Reserve and member banks, and a notable drop in bank failures, with only two failures reported in Texas during September.

Unsatisfactory Markets

CONTRASTED with these favorable trends are the continued inactivity and succeeding lower levels of stock, bond and commodity markets. The popular pastime is to attribute this quietness to pre-election uncertainties, and this is probably correct in at least one detail. Financial and business interests see little menace in Mr. Roosevelt from the standpoint of character and ability, but they are very definitely concerned about his attitude toward our foreign financial relations. Those who like to blame all our troubles on the war debt situation are looking at the present status of things as a vindication of their belief. European affairs are certainly not yet patched up to where we can place much confidence in them.

Price Decline Resumed

PROBABLY a much greater deterrent than the election, however, has been the resumption of the decline in commodity and wholesale prices, which a month or two ago seemed to have turned definitely upward. There is no question but that business sentiment will now hinge upon prices of goods, and in the Southwest, of course, on the price of cotton primarily.

Banks

WHILE a number of large and not-so-large corporations have been running swiftly into debt to the government's Reconstruction Finance

Corporation, the rank and file of city banks have gotten themselves virtually out of debt to the Federal Reserve for the first time in the history of that institution.

A development of these strange times is the fact that, with all the apprehension there has been, the member banks of the Eleventh Federal Reserve District owe to the Federal Reserve Bank a paltry eight million dollars.

This contrasts with totals that ran well above \$100,000,000 back in war and post-war days, when to have doubted the soundness of anything was so unfashionable as to have approached downright treason.

Farm Credit

THE loan committee appointed last month to pass upon applications to the Tenth District Agricultural Credit Corporation includes Fred F. Florence and Frank P. Holland, Jr., of Dallas. Other members: T. B. Yarbrough, regional president; A. E. Thomas, manager; John T. Jones and Raymond Gee, all of Fort Worth.

Every effort is being made to co-operate with small borrowers. Any farmer with adequate security may borrow for his needs, and government funds are now available and are being advanced.

Building

REMINISCENT of the early twenties is the leadership which Dallas has assumed among Texas cities in building. While figures of late October—total permits for the year of about \$2,600,000—are only some ten per cent of the totals that used to be, the lead of \$60,000 held by Dallas over Houston, seems to indicate that recovery has been more rapid here. First place in the state is still held by Austin with a total for the year to date of over \$5,000,000, mostly university buildings.

Residential building in 37 eastern states during September showed a gain of about 10 per cent over August, according to the F. W. Dodge Corporation. Normally, there is a decline of about four per cent.

Total construction awards for September were slightly below August. "It now appears possible that the final quarter of the current year may produce a contract volume approaching that for the third quarter," the report states.

Summary

WHILE the improvement in a number of business indexes has been considerably better than seasonal, it must be admitted that things have undoubtedly received their impulse from favorable normal trends. As these seasonal influences wane, the real estate test

will come as to whether the improvement will continue. In order for it to do so other influences must assert themselves and a fresh degree of confidence must be inspired.

Possibly, the passing of the political campaign, negative though this influence is, will provide the necessary stimulus. The tremendous efforts of the Reconstruction Finance Corporation and other government agencies may confidently be expected to show visible results from now on, also, in loosening of credit and stimulating of activity along many lines.

Metropolitan Building and Loan Association

AMONG the most favorable of business developments in Dallas during recent months has been the organization of the Metropolitan Building and Loan Association, with assets over four million dollars. These represent the choice assets of the Continental Southland Savings & Loan Association, of which the Metropolitan Association becomes the active successor.

The new association was put on a dividend-paying basis effective July 1, 1932, with J. B. Adoue, Jr., as president, A. C. Bigger as vice-president and general manager, W. C. Barns, vice-president and secretary; W. S. Richardson, assistant secretary, and Miss Kathryn Ruvaldt, assistant secretary. These will serve also as officers of the Continental Southland, which will distribute to its stockholders from time to time all funds received from the sale of its assets after paying its liabilities as the assets are resolved into cash. The stockholders of the two associations are identical and it will be the policy of the Metropolitan to purchase from the Continental its assets as they are put into current condition, officials announced. It is expected by the directors that the Metropolitan will greatly assist the Continental in protecting the interests of its shareholders and will facilitate the realization of its assets into cash.

Mr. Adoue is president of the National Bank of Commerce and well known throughout the Southwest as a banker. Mr. Bigger, through his many and varied associations in the financial world, was deemed especially fitted for the general managership of the two associations. He formerly was superintendent of agencies for the Southwestern Life Insurance Company, and later, founded and was president of the American Life Reinsurance Company and American Life Insurance Company. Directors of the two associations now include Mr. Adoue and Mr. Bigger, John E. Morriss, Otto H. Lang, Hugh E. Prather, E. L. Martin, J. Warren Jones, W. J. Wyatt, W. C. Barns and Charles A. Mangold.

"What's happened, George?" asks the wifey as George stops the car.

"Puncture," growls George.

"You should have been on the lookout for this. The farmer back there told you there was a fork in the road."

TRAVELERS GUIDE



Tourist Camps

CAMP HORN TOURIST APARTMENTS, Federal Highway No. 81, Phone 2-3840, (D. B. Spiller, Mgr.) Austin, Texas.

PETRIFIED FOREST LODGES, North City Limits, Highway No. 2, Tel. 9871, Austin, Texas.

Cafes

"EL FENIX" CAFE, 108 S. Santa Rosa Ave., San Antonio, Texas.

MAVERICK CAFE, 621-23 Congress Avenue, Tel. 7688, Austin, Texas.

RIVERSIDE CAFE, (Lonnie Wilson, Proprietor), 102 E. Houston St., San Antonio, Texas.

Hotels

LA FITTE HOTEL, 535 S. St. Mary's St., San Antonio, Texas.

"When is the next train out of this burg?"

"Twelve o'clock, sir."

"What? Isn't there one before that?"

"No, sir, we never run one before the next."

CONFIDENCE EXPOSED

Indignant Father: "Do you think it is fair, Bobby, after I told you there wasn't any Santa Claus, to go and tell the neighbors I laid your Easter eggs, too?"

PRINTED and ENGRAVED
LABELS
Dallas Label & Box Works
1504-6-8 Caruth, Dallas Phone 2-2927

BAKER HOTELS OF TEXAS
ALSO OPERATORS OF—
DETROIT - LELAND HOTEL
DETROIT, MICHIGAN

T. BAKER, PRESIDENT

THE TEXAS FORT WORTH
600 Rooms - 600 Baths
\$2.25 UP

THE BAKER DALLAS
700 Rooms - 700 Baths
\$2.25 UP

THE BAKER MINERAL WELLS
450 Rooms - 450 Baths
\$2.25 UP

THE GUNTER SAN ANTONIO
550 Rooms - 550 Baths
\$2.25 UP

THE STEPHEN F. AUSTIN AUSTIN
250 Rooms - 250 Baths
\$2.25 UP

THE ST. ANTHONY SAN ANTONIO
450 Rooms - 450 Baths
\$2.25 UP

INTERNATIONAL TRUCKS

NEW MODEL A-3—1½ Ton, 6 Cylinder, 136-inch **\$795**
W. B. Chassis, F. O. B. Factory

INTERNATIONAL HARVESTER COMPANY OF AMERICA

(INCORPORATED)

405 SECOND AVENUE - - - - - DALLAS

S. KOENIGSBERG, Inc.

TAILORS AND IMPORTERS

Our New Price Range—Suits and Overcoats \$75.00 and \$90.00
Silk Lined \$5.00 Extra

39 Years in Dallas

1310 Main Street

NO MAN SUCCEEDS ALONE!

We must influence others. To talk effectively before groups is an important medium. The ability to do this successfully can be acquired, in a pleasant relationship, by joining one of E. M. Avery's classes in public speaking, as more than three hundred other business and professional men of Dallas have done.

Without any obligation on your part telephone E. M. Avery at 58-2202 for further details.

GOOD CITIZENSHIP

Sound public opinion is the basis of good government, and sound public opinion requires comprehensive knowledge and thorough understanding of public affairs on the part of the people. To be well informed, therefore, is the prime requisite of good citizenship.

Let the Texas Weekly Help You Perform the Duties of Good Citizenship.

THE TEXAS WEEKLY

Edited by Peter Molyneux
"America's Most Widely Quoted Regional Periodical"

DALLAS, TEXAS

By the Year—Five Dollars - A Copy—Ten Cents
Sample Copy—Free Upon Request

FRIEND IN NEED Benefit Association

First payment shall be, for all ages under 51 years, one assessment plus \$1.00 and for all ages over 51 years shall be one assessment plus \$2.00.

MONTHLY ASSESSMENT RATES Not to Exceed \$1,000.00

Age	Rate
2 to 15 inclusive	\$.80
16 to 22 "	.90
23 to 30 "	1.10
31 to 35 "	1.20
36 to 40 "	1.40
41 to 45 "	1.60
46 to 50 "	1.80
51 to 55 "	2.20
56 to 60 "	3.10
61 to 65 "	4.50
66 to 69 "	5.50
Not to Exceed \$500.00	
70 to 74 inclusive	4.50

Examination required on all ages over 50 years.

Assessments shall be collected monthly or as needed if more than twelve such assessments in any one year is required to retire all claims.

U. S. FOX, President
904 Kirby Bldg. 2-2845

CANNON BALL TOWEL SUPPLY COMPANY

2009 Orange Street

Dallas, Texas

Everything Furnished in the Towel Supply Line

SERVICE UNEXCELLED

Phone 2-2736

Junior Chamber News

Jaycees Study Government

The civic and political educational committee of the Junior Chamber of Commerce has its fall program under way. Once a month a prominent man, well versed in the business of state, county and city government, is invited to speak before the organization. Last month it was the pleasure of the organization to have as the civic and political speaker, R. V. Tompkins, the Dallas city auditor. Mr. Tompkins gave an insight into the whys and wherefores of city auditing and told why certain bills were not paid at a certain time.

Few people outside of the city hall realize the importance and responsibility of the city auditor. After Mr. Tompkins explained that all bills presented to the city must have his O. K. before they were paid, it was easy to see that the city auditor's office is no place for a careless man. Mr. Tompkins was careful to explain that the city bought no cinnamon rolls at \$1.50 a dozen.

The civic and political educational committee also holds weekly seminars at the Civic Federation "Barn," 2419 Alice St. The first speaker on October 3rd, was Dr. H. H. Guice of S. M. U. His talk was on the "Evolution of an American City." The next meeting had as speaker, Mr. Hugh S. Grady, city attorney. Mr. Grady spoke on "The City and the State; Charterless Cities; Home Rule."

Titchie-Goettinger Party

The September night meeting of the Junior Chamber was held in Titchie-Goettinger's auditorium, featuring a complete style and stage show and dancing. The meeting was open to all Junior Chamber members and their wives. The style show was particularly interesting to the wives, as several husbands will testify.

Fall Membership Campaign

Under the direction of Vice-President Archie Hunter, the fall membership campaign of the Junior Chamber has opened full blast on young men between the ages of 21 and 35, who are not already on the roll. For a city the size of Dallas the local Junior Chamber is very small. It is now carrying 385 members but should be twice that number.

The best excuse now, from a prospective member or his employer, is "Times are too hard. We haven't time for civic work," or, "We have no money to spend on such an activity." Men asking these questions should realize that during times like these workers need, more than ever, civic and industrial organizations. If we are going to watch

our business and not our community, our business may be put on a sound basis but if the community has not had the proper interest and attention of business men and has run down in spirit and activity, what good is our revived business?

The Junior Chamber of Commerce was formed to teach the young business men the importance of keeping up the appearance of their city and state, as well as the progressiveness of their business.

Hard times have hit the city and state as well as business. Both must pull out of the slump together, for without one the other can not exist. Leading business men must take enough time off from their business to lend a hand to civic affairs. The leaders of tomorrow must be taught the importance of civic work while they are young. The Junior Chamber is the training ground for the leaders of tomorrow and businesses that wish to train the young men employed by them to be broader and more valuable citizens will see to it that these young men join and remain active in Junior Chamber work.

Help Community Chest

The Junior Chamber of Commerce will again enter teams in the Community Chest drive this year. Last year this young men's organization entered teams that made a remarkable showing. For many years men from the Junior Chamber have worked on these drives but last year was the first year that the organization entered teams made up entirely of its own members.

By having teams made up of Junior Chamber members only, many men are put to work that would not be asked otherwise.

A friend dropped in to see a finished picture by the great animal painter. The painter took some raw meat and rubbed it over a painted rabbit in the foreground.

"Why did you do that?" asked his friend.

"Why, you see," explained the artist, "a rich woman is coming to look at this picture today. When she sees her pet poodle rush up to the canvas and smell the rabbit she will get excited and buy it right away."

"You're looking bad, old man," said an acquaintance to Browne. "What's the trouble?"

"Domestic," replied Browne.

"But you always said your wife was a pearl."

"She is, it's the mother o' Pearl that's the trouble."

Eat More Meat

The week of October 8 was celebrated in Dallas as "Meat for Health Week" and, under the chairmanship of A. R. Marquis, a succession of events was staged which brought forcibly to the attention of the household purchasing agents the fact that meat is a very necessary part of the human diet.

Through the exhibits at the State Fair, special luncheon club programs, specially prepared meat dishes at hotel dining rooms and restaurants and newspaper and periodical publicity, the committee pounded home the essential facts which inspired the campaign.

While health was stressed as the major item, speakers brought out emphatically the need for a greater consumption of this important product of Texas farms and ranches.

That Texas-fed cattle, hogs, sheep and goats are available now at the finest meat markets, and that it is no longer necessary to go to northern butchers for choice cuts, was brought out by many speakers. The movement was tied in with the feeder-breeder movement now under full swing in the state, to add an economic feature to that of health.

Some speakers brought out that modern methods in packing, canning, refrigeration and distribution, combined with the breeding and feeding of finer quality stock, had added much to the attractiveness of meat as a regular item on the daily home menu.

Working with Mr. Marquis on the general committee were Frank P. Holland, Jr., J. Ben Critz, J. D. Peterson and F. H. Harrison. Agencies contributing to the success of the week were the State Fair of Texas, the Breeder-Feeder Association, the National Live Stock and Meat Board, the wholesale and retail meat industry, Institute of American Meat Packers, Agricultural and Mechanical College of Texas, Texas chambers of commerce, the Southwest Cattle Raisers' Association, National Lamb Council, Texas Eat More Lamb Club, Texas Cottonseed Crushers' Association, financial institutions, Dallas Advertising League, hotel and restaurant associations and other clubs, institutions and the other industries allied with meat production and distribution.

The Modern Chamber

(Continued from Page 20)

bers of commerce in their problems of organization, program and finance.

Conclusion:

It should be recognized as a principle of business that chambers of commerce are an essential part of the commercial and civic life of our cities. Business concerns should regard support to their chamber of commerce as a legitimate part of their own cost of doing business, and should not look upon the chamber as a separate agency from which individual businesses may readily detach themselves. Chambers of commerce should not be con-

sidered as temporary agencies, to be supported in good times and neglected in bad; but should be looked upon as permanent central clearing houses of the communities they serve, useful and constructive elements in our social scheme, inseparable from the public welfare.

RICHARD GRANT, Chairman

Wm. R. DAWES,

ASA BRIGGS,

JAMES W. SPANGLER,

HARRY J. BELL,

ROLAND B. WOODWARD,

WALLACE R. CLARK,

PHILIP J. FAY,

ROBERT BRUCE CAMPBELL,

ALFRED C. NEWELL,

Committee on Local Chambers of Commerce.

A Chamber's Part

By H. I. HARRIMAN

President, Chamber of Commerce of the United States

Chambers of Commerce and trade associations have been developed in the United States as definite agencies working for business betterment and with a necessary place in all plans for business recovery. Practically all measures to promote recovery in sound ways are dependent upon the activity and efficiency of these agencies. It is through them that programs can be carried into effect by being given application to individual enterprises in communities and to individual concerns in each line of trade and manufacture.

To function effectively in these highly important ways—not only locally but nationally—these organizations must have adequate financial support. This means that every business concern must do its part in supporting the commercial organizations in all communities where it has interests, and in supporting its appropriate trade organizations. As a matter of business insurance business men should now consider increasing their support rather than reducing it. Prudent retrenchment in these times does not mean retrenchment in support of these common enterprises, or in lessening of contributions in personal participation in the activities of these organizations. Rather it means increased generosity in personal services as well as financial support.

Mergers and consolidations cause special problems for the organizations on behalf of which I am writing. Every large corporation should consider its interest in the communities where it has plants or branches, and in the trade associations set up in behalf of its line or lines of industry. For each plant, branch or line of industry which it represents, management should assume full responsibility toward the local chamber of commerce involved, and toward appropriate trade associations.

Naturally, I know nothing of your particular relationship to your trade asso-

ciation and local chamber. I am quite sure you are doing your individual part. I address you, however, as a member of a national business movement which necessarily includes local and trade organizations of business men, and I ask that you exert your influence in your community and among your business associates to see to it that chambers of commerce and trade associations receive that measure of support and participation essential in the successful discharge of their responsibilities in the processes of reconstruction.

PANSY TEA ROOM LEAFE

2916 Maple, Opposite Stoneleigh Court

Pansy (Leafe) Shepherd

10% Discount

Special plate lunch, 35c
Dinners, 50c & 75c
Phone 7-4285

When this Advertisement is Presented

Typewriter Repairs

TEN TO ONE

Ten to one you have a good typewriter. For every typewriter traded in on a new one there are ten good machines that simply need proper servicing.

THINK THIS OVER

Maybe we can save you the cost of a new machine or keep your present equipment in satisfactory condition.

L. A. AMIS

"For Better Typewriter Repairs"

Telephone 2-0166

1312 McKinney Ave.

ATTENTION!

New Residents in University Park

Present this ad and get your car washed free.

SNIDER PLAZA SERVICE

STATION

Sam Jinks, Commission Agent
Gulf Products

Washing, Greasing, Tire Repairing

Day or Night Service—Free Road Service
Snider Plaza at Rankin Phone 5-9434



La Reunion

Romantic Story of Old French Colony

Told by Tom Simmons

Just a couple of miles west of Oak Cliff, right in the midst of such modern necessities as filling stations and soft-drink stands, yet strangely removed from all this hustle and bustle of 1932, stands a little rock house, all alone in the middle of a big, uncultivated, desolate field. This rapidly decaying bit of stone and mortar has been a source of wonder and admiration to its not infrequent, curious visitors since T. L. Marsalis and J. F. Zang crossed the raging Trinity looking for new lands to conquer.

Just 12 or 14 feet square, the little dwelling doubtless could spin a romantic story that would put Byron, Browning and their ilk to shame. It would relate more history of Texas than some historians know existed, and it could tell things about Dallas not included in Chamber of Commerce files.

This home, not nearly as large as the cramped parlor, bedroom and bath apartment of today, was a real home to some hardy pioneer family—or perhaps families, who can tell?—that sailed across the sea to a new land much on the order of the Mayflower colonists of an earlier day. These bold settlers, penetrating that wilderness known as Texas, came from France, bringing their all with them. They intended to become a part and parcel of the new land, but, as it later turned out, they came and they saw, but they failed to conquer.

Dallas Was Mere Infant

The little colony arrived in Dallas, not yet incorporated as a city, one sunny day in the early 1850's in that skimmed-over historical period between the Mexican and the Civil Wars. They didn't pause in the little village of Dallas, then just a decade or so old and boasting possibly two or three hundred inhabitants, all on the east side of the river. Instead, the hardy Frenchmen pushed across the Trinity, passed what is now West Dallas, and pitched camp on a rolling plain from where they could see the surrounding territory for miles. This tract had been purchased after considerable study as the spot on which the little band planned to take root. But they reckoned without taking such trifles as business depressions and crop failures into consideration.

The settlers planned one of the most novel colonies known in the history of the world. They outlined a model settlement of "brother co-operation," founded on an idea of one of their fellowmen. They were to have one big kitchen where all the colonists would eat, and one commissary from which food and clothing would be furnished

to all out of the community earnings. After all these expenses had been paid, laborers, capitalists and artisans were to receive certain shares of the profits. But this didn't work because there weren't any profits.

They Faced a Depression

Maybe—there doesn't seem to be any statistical chart extending back that far—the country was in the throes of one of these seven-year depressions about that time. Maybe everybody was crying about the thousands of unemployed and produced figures to show that wheat was selling lower than at any time since George Washington's day. Maybe nobody planned outdoor picnics or washed and polished the family wagon, and thus gave no reasonable cause for rain and the consequent result of good crops. Maybe the boll weevil got into the cotton and the grain weevil made his presence manifest in the flour.

Anyway, the trip to America turned out to be nothing but a boat ride for most of the settlers. A few died and were buried here. A few joined the American settlement. A few weathered the storm and stayed in the New World. But most of the colony's survivors packed up the other shirt, turned their faces toward the East and started back to France, which they reached in due time and apparently lived happily ever after to tell their children and grandchildren of the wastelands of the Lone Star State.

But the first settlers couldn't take everything with them, so they left this little rock house, a few hundred yards north of Davis street on the Westmoreland road, to remember them by. And that alone is practically all that remains of Oak Cliff's first inhabitants.

Age Ravages Remaining Relics

The greater portion of the roof has fallen in and for some unknown reason a hole eight or ten feet deep has been dug inside the lone room. Much of the original stone has been chipped from the window facings and around the door. Initials and other inscriptions galore cover the walls. The narrow path leading from the road to the house, a distance of 40 or 50 feet, has been almost overgrown with weeds. But still the home stands, ever remindful of those who put their faith in a new land only to see their hopes shattered and their dream bubbles burst.

Only a little marble marker, more resembling a grave headstone than anything else, standing on a side road not

so very far from the little rock house, is the only step ever taken by Dallasites and Oak Cliffites to recognize the pioneer band.

Interest in Preservation Aroused

Now, civic-minded people both east and west of the dividing line between Dallas and its largest suburb have begun to ponder seriously the possibilities of making a shrine or a museum of this landmark. But on every side they are beset by the trite cry of "Where'll we get the money?" Everybody seems to be heartily in favor of making a museum of the little house, but all these cast a blind eye on the plea for funds.

With the Texas Centennial only four years in the future, they point out, something ought to be done about rebuilding this reminder of another age. While the French probably had no other effect on Oak Cliff's history than to show there was "a promised land" on the west bank of the Trinity, they should be given some sort of recognition for the attempted colonization, it is declared. But nobody offers an answer to the one-word question, "How?"

So it appears the story of La Reunion, Dallas county's first, last and only French settlement, will be ground under foot in the onrush of modern civilization. The past dead are going to be thoughtlessly buried by the present. The rock house has weathered storms, gales, cyclones and rain since the 1850's, and doubtless can weather a few more. But some fine morning, Dallas delvers into history are liable to wake up and find their favorite landmark is gone forever to make way for an up-to-date necessity on the order of a hot-dog stand or a filling station.

And thus endeth the story of La Reunion!



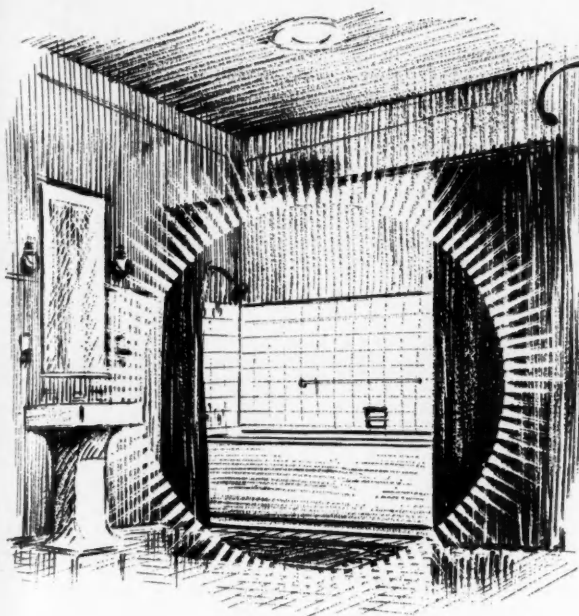
The absent-minded professor drove up to his garage, looked inside and, of course, found his garage empty, returned to his car and drove like mad to the police station and gasped: "Sergeant, my car's been stolen!"



Ants are supposed to be the hardest working creatures in the world, and yet they have time to go to all the picnics.



Then there's the one about the Scotchman who said he was an Indian. Going to send a telegram, he found for the first time that nothing was charged for the name on the wire. So he told the lady his name was "Won't-be-home-till-Friday."



The Ring around Your Bathtub

is a halo of Happiness
in Oak Cliff

Years ago when Oak Cliff and Dallas were both struggling communities and each wondered how it could absorb the other, Oak Cliff boasted of its Artesian Water.

Somehow Dallas seemed to grow just a little faster in a business way—Oak Cliff even then was a home section—and after a time they merged and became Greater Dallas.

Oak Cliff did not give up her Artesian water, though, for one of the provisions of the new charter was that always, regardless of the cost, Oak Cliff should be supplied with well water.

So now Oak Cliff people enjoy the finest water in this part of the State. Pure, clear and sparkling it comes up from the deep sands into the homes, bringing happiness with its softness and freshness.

It tastes different—it feels different—it is different! It does not have to be treated with chemicals—it is ready for any of the thousand uses around the home, ready to sprinkle the lawn or bathe the baby without adding a thing. Oak Cliff water is just a little better.

By the way, Oak Cliff is a wonderful place to have a home. Have you been over lately? Come and investigate the advantages of Oak Cliff, the Home Section of Dallas.

*This campaign is sponsored by the following business men of Oak Cliff
through their organization, the Oak Cliff-Dallas Commercial Association*

Judge Robert Ogden
S. W. Life Bldg. 7-5703

Red Cross Pharmacy
301 S. Beckley 6-5115

J. J. Collier
Mercantile Bldg. 2-3055

Louis F. Rick Furn. Co.
418 N. Bishop 9-1133

Sears, Roebuck & Co.
Branch
313 W. Jefferson 9-1141

W. J. Carver Sound
Equipment Co.
321 N. Bishop 9-8300

Nichols-Ellis Co.
415 N. Bishop 9-6711

Dad's Cookie Co.
932 W. Davis 6-0018

The Bracken Printing Co.
110 S. Lancaster 9-3855

Oak Cliff Baking Co.
546 E. 9th 9-1111

E. D. Barnett
2028 Main 7-6571

Chas. R. Moore
1813 Clarence 4-2127

Dallas Power & Light Co.
Branch
395 W. Jefferson 9-3131

Clyde A. Wherry
Medical Dental Bldg. 9-6110

De Mond Conservatory
of Music
119 N. Beckley 6-0173

OAK CLIFF

"... that friendly, fast growing, nature favored section of Dallas."

Who's Who

In the Dallas Chamber of Commerce



L. W. GROVES
Vice-President and Secretary
Texas Employers Insurance Association
Employers Casualty Company

O. H. MANN
General Manager
Higginbotham-Pearlstone Hardware

RICHARD G. SOPER
Vice-President and Secretary
Dallas Gas Company

LAWRENCE T. BRADSHAW
Secretary-Treasurer
Western States Grocery Co. of Texas

HAYDEN H. HUDSON
Assistant Manager
Baker Hotel



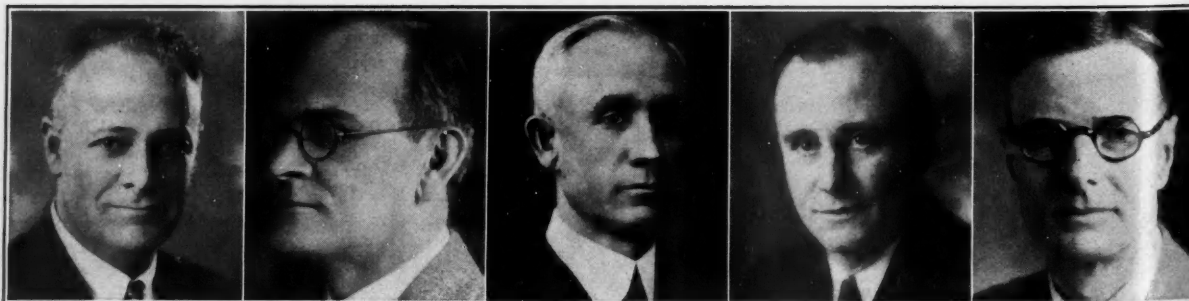
G. P. CRONAN
Manager
Roddiss Lumber and Veneer Co.

C. H. HARBEN
Sales Supervisor
Continental Baking Co.

T. R. JONES
President
Quality Motors, Inc.
Oklahoma Contracting Co.

WILL C. JONES, JR.
Treasurer
The Murray Co.

J. J. WATSON
Resident Vice-President
American Indemnity Co.
Texas Indemnity Insurance Co.



EARL R. PARKER
Chief Probation of Juvenile Court

JOE A. WORSHAM
Attorney
Worsham, Rollins,
Buford, Ryburn & Hincks

WALTER C. TEMPLE
State Manager
Ohio National Life Insurance Co.
of Cincinnati

WILBUR F. WRIGHT
Executive Vice-President
Dallas Morris Plan Bank

EDWARD M. ELLIOTT
Secretary-Manager
Terminal Bldg. Corp. of Dallas
Santa Fe Bldg.



A Comprehensive
List of Dallas
Firms that Serves

DALLAS BUYERS INDEX

to Establish a
Contact between the
Buyer and Seller!

Accountants

O. CURRIN & COMPANY AUDITORS AND ACCOUNTANTS

(Specialize in Bank Audits)

705-9 Dallas Bank & Trust Building
O. CURRIN, President

7-6192

Dallas, Texas

Addressing Machines

Addressing Machine & Supply Co.

HENRY ROGERS, Manager

615 Slaughter Building Phone 2-6766

"We Save You 10 to 50 Per Cent On All Equipment and Supplies"

Specializing in All Makes of Rebuilt Addressing Machines and Complete Embossing and Service Departments Addressographs, Graphotypes, Frames, Cabinets, Plates, Ribbons, Multigraphs, Mimeographs, Mail-O-Meters, Belknap & Elliott Typewriter Stencils, Letter Sealers

Boxes, Corrugated

TEXAS CORRUGATED BOX COMPANY, Inc.

Manufacturers

Corrugated Fibre Shipping Containers

—Ask us to design a box for your product
P. O. Box 1387 Phone 5-4105

DALLAS

Blue Prints

Southwestern Blue Print Company

H. F. KOCH, MANAGER

PHOTOSTAT PRINTS

CONSTRUCTION BLDG. 2-8084 415-15 TOWER
408 SO. AKARD ST. PETROLEUM BLDG.

Blue Prints

JNO. J. JOHNSON

MAGNOLIA

BLUE PRINTS
PHOTOSTAT PRINTS

Bottles, Kegs, Crocks



Phone 7-0270

2035 Cedar Springs

A B STORE
Wholesale Retail

We Sell All Kinds of Bottles, Stoneware, Glassware, Corks, Cartons, Pottery, Bottlers' Supplies and Cooperage—Complete Stock

Bus Transportation

GOLDEN EAGLE LINES COAST TO COAST

Something New in Bus Transportation

AIR CUSHION RECLINING CHAIRS

FREE PILLOWS, PORTER SERVICE,

ICE WATER

Station, Jefferson Hotel
City Office, 1022 Main

Phone 2-8059

Phone 2-8050

Carbon Paper and Ink Ribbons



TEXAS RIBBON & CARBON COMPANY

305 Insurance Building
C. R. SCOTT, Mgr. Phone 2-1527 Dallas, Texas

Collections

ZUBER & ZUBER

Wholesale Collections

408 SANTA FE BLDG.

Established 1918

C. B. ZUBER

F. M. ZUBER

Engravers

Mason Engraving Co.

DALLAS

STEEL AND COPPER

PLATE ENGRAVERS

AND EMBOSERS

TO THE TRADE ONLY



Exterminators



RATS—ROACHES

If You Have Them
We Kill Them



International Exterminator Co.
111 N. Carroll 8-4916

Law School

LEARN LAW—One Year Course SOMERVILLE LAW SCHOOL

Visit Tuesday and Friday Nights

1808½ Main Street Phone 2-0111

Dallas, Texas

Motor Freight Lines

CLOSED TRUCKS DAILY SERVICE EACH WAY EAST TEXAS RED BALL MOTOR FREIGHT LINE

Insured and Licensed—Class A, Permit 3333

We Deliver to Your Door

DALLAS—HENDERSON

VIA TERRELL, TYLER, KILGORE, LONGVIEW

Chico, San Antonio

Direct Connection With—Shreveport, Lufkin, Nacogdoches and Points East

PHONE Dallas 2-8111 Houston 528 Longview 1021-W

DALLAS DEPOT—2218 SO. HARWOOD ST.

Motor Freight Lines

◆ Interstate Freight Motor Transportation ◆

Roadway Express, Inc.

Daily Service Between Dallas and St. Louis
Service to and from principal points
north and east

Phone 2-2010 1401 S. Preston
Dallas, Texas

Motor Freight Lines

Phone 3-5131

Dallas, Texas

J. L. WHITE MOTOR FREIGHT LINES

DALLAS—FT. WORTH—TULSA—ENID

Daily Freight Service Between These Points

400 N. Walton Street

Newspaper Clippings

TEXAS PRESS CLIPPING BUREAU

Established 1910

J. HENRY SIMPSON, Owner and Manager

Insurance Building

Newspaper Clippings and Reports

Phone 2-7628

DALLAS, TEXAS

Photographers

HARRY BENNETT COMMERCIAL PHOTOGRAPHER

(Successor to RAYMOND STUDIO)

2108 McKinney Ave.

Phone 7-4906

We photograph anything anytime

Photographers

FRANK ROGERS

Photographs For All Purposes

712 ELM STREET

Phones 2-8026, 2-8027

Photostats

PHOTOSTAT PRINTS

Facsimile Copies at Original Size, Enlarged or Reduced of any Written or Printed Document, Legal and Commercial Papers, Letters, Drawings, Maps, etc.

JNO. J. JOHNSON

1912 N. St. Paul St.

Phone 2-8067

Restaurants



PAUL C. BATHIAS

1417 Commerce St.

DALLAS, TEXAS

Phone 2-2611

Storage and Transfer

FIREPROOF STORAGE

HEAVY HAULING

CITY & INTER-CITY

DRAYAGE

GILLETTE TRANSFER & STORAGE

COMPANY

DALLAS, TEXAS

LONG DISTANCE HAULING

FRED GILLETTE

Res. 6-6403

Phone 2-7701

1712 CARTER ST.

Index to Our Advertisers

ALPHABETICAL INDEX

	Page		Page
A B Store.....	29	Johnson, John J.....	29
Addressing Machine & Supply Co.....	29	Koenigsberg, Inc., S.....	28
Amis, L. A.....	25	Mason Engraving Co.....	29
Atlas Metal Works.....	25	Oak Cliff.....	27
Avery, E. M.....	24	Pansy Leaf Tea Room.....	25
Baker Hotels.....	23	Professional Directory.....	3
Bennett, Harry.....	29	Republic Life Ins. Co.....	21
Cannon Ball Towel Supply Co.....	24	Republic Nat'l Bank & Trust Co.....	22
Cargo, Hugh.....	18	Roadway Express Co.....	29
Curran & Co., O.....	29	Rogers, Frank.....	29
Dallas Gas Company.....	2	Securities Service Corp.....	22
Dallas Label & Box Works.....	23	Snider Plaza Service Station.....	25
Dallas Power & Light Co.....	15	Somerville Law School.....	29
DeJernett, Ira E.....	20	Southern Old Line Life Ins. Co.....	21
East Texas Red Ball Motor Freight Lines.....	29	Southland Life Ins. Co.....	21
First National Bank in Dallas.....	Back Cover	Southwestern Bell Tel. Co.....	31
Friend in Need Benefit Association.....	24	Southwestern Blue Print Co.....	29
Gillette Transfer & Storage Co.....	29	Southwestern Life Ins. Co.....	21
Ginner & Miller Publishing Co., The.....	13	Texas Corrugated Box Co.....	29
Golden Eagle Lines.....	29	Texas Life Insurance Companies.....	21
Golden Pheasant Restaurant.....	29	Texas Press Clipping Bureau.....	29
Gulf States Life Ins. Co.....	21	Texas Ribbon & Carbon Co.....	29
Harper Standard Engraving Co.....	4	Texas Security Life Ins. Co.....	20-21
Hilton Hotels.....	18	Texas Weekly, The.....	24
Independent Food Stores.....	19	Travelers Guide.....	23
International Exterminator Co.....	29	United Fidelity Life Ins. Co.....	21
International Harvester Co.....	23	White, J. L., Motor Freight Lines.....	29
International Travelers Assurance Co.....	21	Zuber & Zuber.....	29

CLASSIFIED BY BUSINESS

	Page		Page
ACCOUNTANTS:		LAW SCHOOL:	
Curran & Co., O.....	29	Somerville Law School.....	29
ADDRESSING MACHINES:		METAL PRODUCTS:	
Addressing Machine & Supply Co.....	29	Atlas Metal Works.....	25
ADVERTISING:		MOTOR FREIGHT LINES:	
DeJernett, Ira E.....	20	East Texas Red Ball Motor Freight Lines.....	29
ARTISTS—Commercial:		Roadway Express Co.....	29
Cargo, Hugh.....	18	White, J. L., Motor Freight Lines.....	29
BANKS:		MOTOR TRUCKS:	
First National Bank in Dallas.....	Back Cover	International Harvester Co.....	23
Republic National Bank & Trust Co.....	22	NEWSPAPER CLIPPINGS:	
BENEFIT ASSOCIATION:		Texas Press Clipping Bureau.....	29
Friend in Need Benefit Association.....	24	PHOTOGRAPHERS:	
BLUE PRINTS:		Bennett, Harry.....	29
Johnson, John J.....	29	Rogers, Frank.....	29
Southwestern Blue Print Co.....	29	PHOTOSTAT PRINTS:	
BOTTLES, KEGS AND CROCKS:		Johnson, John J.....	29
A B Store.....	29	PRINTERS:	
BUS TRANSPORTATION:		Ginner & Miller Publishing Co., The.....	13
Golden Eagle Lines.....	29	PUBLICATION:	
CARBON PAPER AND INK RIBBONS:		Texas Weekly, The.....	24
Texas Ribbon & Carbon Co.....	29	PUBLIC SPEAKING:	
COLLECTIONS:		Avery, E. M.....	24
Zuber & Zuber.....	29	RESTAURANTS:	
COMMUNITY ADVERTISING:		Golden Pheasant Restaurant.....	29
Oak Cliff.....	27	SERVICE STATIONS:	
CORRUGATED BOXES:		Snider Plaza Service Station.....	25
Texas Corrugated Box Co.....	29	STATISTICAL SERVICE:	
ENGRAVERS:		Securities Service Corp.....	22
Harper Standard Engraving Co.....	4	STORAGE AND TRANSFER:	
Mason Engraving Co.....	29	Gillette Transfer & Storage Co.....	29
EXTERMINATORS:		TAILORS:	
International Exterminator Co.....	29	Koenigsberg, Inc., S.....	23
HOTELS:		TEA ROOMS:	
Baker Hotels.....	23	Pansy Leaf Tea Room.....	25
Hilton Hotels.....	18	TOWEL SUPPLY:	
INDEPENDENT FOOD STORES:		Cannon Ball Towel Supply Co.....	24
19		TRAVEL:	
INSURANCE:		Travelers Guide.....	23
Gulf States Life Ins. Co.....	21	TYPEWRITER REPAIRING:	
International Travelers Assurance Co.....	21	Amis, L. A.....	25
Republic Life Ins. Co.....	21	UTILITIES:	
Southland Life Ins. Co.....	21	Dallas Gas Company.....	2
Southern Old Line Life Ins. Co.....	21	Dallas Power & Light Co.....	15
Southwestern Life Ins. Co.....	21	Southwestern Bell Tel. Co.....	31
Texas Security Life Ins. Co.....	20-21		
United Fidelity Life Ins. Co.....	21		
LABELS:			
Dallas Label & Box Works.....	23		

Clinical Note

Most important economic changes come slowly and silently; we only notice them suddenly and they surprise us only because they have gone so far before we see them. We may be sure that the process of recovery from so severe a depression as this will be no exception. It will have proceeded inconspicuously and automatically for a considerable time before the attention of many of us will be attracted to its symptoms. This is perhaps why some business men of sharp instincts are always able to anticipate the turn of the tide and profit by it.

Another confusing thing about the course of recovery is that it does not come in any single, smooth, or consistent way, but as the result of forces that seem conflicting and for a long time apparently work at cross purposes, until the constructive factors gain the upper hand and swing the others into line. Then, by the time we are aware of them, everything seems to be moving in one direction, and everybody climbs aboard the bandwagon, taking some of his troubles along but leaving most of his blue funk about them behind.

These reflections are by way of footnote to several widely separated and apparently unrelated events of recent weeks, which may or may not have some significance to those who are sensitive to the subtle sea-changes in the economic situation. On the one hand we see an outstanding railroad and many less conspicuous business concerns attempting to readjust their capital structure, write down their debt obligations, and lower their fixed charges, while overseas, Great Britain proposes to reduce the burden of her public debt by the most colossal conversion operation ever undertaken, and reparations are about to be finally written off.

At the same time we see the Bank of England reducing its discount rate to 2 per cent and the Federal Reserve Bank of New York to 2½ per cent, while the administration considers provisions for putting public credit at the disposal of private industry for new enterprise at the low rates at which the government can borrow money today.

Both these things—one part of the picture of deflation, the other an aspect of the effort toward credit expansion—converge from opposite poles on the problem of recovery and point to the two-sided process by which we begin to see it may come.

It is becoming clearer that no government can help a people who do not help themselves and that recovery can come only with a natural and spontaneous revival of private enterprise. This means, on the one side, a readjustment of the burden of public and private debt to the new level of values established by the deflation of prices, so that business can again secure fresh working capital which it can use with prospect of profit. On the other side, it implies a renewed flow of new long-term capital into the im-

provement of established enterprises and the development of new ones, at a cost in long-term interest rates which promises some prospect of profitable operation.

As, in both these ways, capital costs are reduced to correspond with the new level of prices, business can again establish itself on a self-sustaining basis and begin to build toward a higher level of employment and prosperity. Both processes must go together; reliance on either alone is inevitably ineffective or fatal. The drastic blood-letting of deflation alone would kill before it cures; it must be accompanied by the stimulant and nourishment of new credit, which in turn, without the elimination or lightening of the burden of old dead debt, would be poison to the patient. The significant and hopeful thing, at this stage, is that both prescriptions in the economic pharmacopoeia are being applied, unconsciously but with increasing scope and effectiveness, in the efforts of individuals and public agencies.—Editorial in "The Business World."

Refurnishing Adolphus

Here is a man who refuses to let the depression depress him.

He is Otto Schubert, Jr., manager of the Adolphus hotel.

In spite of the low ebb of hard times, Mr. Schubert started a hotel-wide refurnishing and redecorating of the entire 825 rooms of the hotel. Early American furniture is replacing the "hotel" feel of the rooms, and Mr. Schubert maintains that the beauty of the rooms will prevent destruction, since living in one of the newly furnished rooms is like living in a tastefully furnished home.

Two floors, numbers 13 and 14, are already finished and the auditing department of the hotel reports that these have already given the hotel a substantial increase of business.

Mrs. Otto Schubert, who is a graduate of the famous Bennett school of decoration in New York City, is in charge of selecting furniture and color plan.

The work will be finished some time next summer, Mr. Schubert reports, at a total cost of some \$300,000.

Butler: The master's locked up for the night, madam.

Mistress: But I did not hear him return from that dinner.

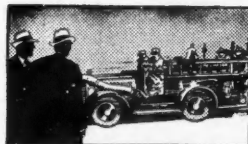
Butler: He hasn't, ma'am. They just telephoned from the police station.

A negro boy was strolling through a cemetery reading the inscriptions on the tombstones. He came to one which read, "Not dead, but sleeping." Scratching his head, the boy remarked: "He sure ain't foolin' nobody but hisself."

How much it may cost you *Not* to have a telephone



In case of sickness a single call may be priceless



Meeting emergencies . . .

"...please hurry!... 178 Elm St."

When there is a fire . . . or burglars . . . a telephone call brings firemen or police rushing to your aid. At such a time, *not* having a telephone may prove costly.



Finding a job . . .

EMPLOYER: "Telephone three men on this list. Tell them to come to work tomorrow." When

there is a job to be filled, employers and agencies want to get in touch with you quickly. *Not* having a telephone may mean fewer opportunities for work.



Getting things done . . .

"Seems I have more time since we got the telephone. This morning I ordered the groceries, had

the man call for your suit and got most of the housework done. This afternoon I had the drug store send out some dye. You won't recognize that old white dress now."

The cost of having a telephone is *reasonable* . . .
Not having one may prove *expensive* . . . Call the
business office . . . Say "I want a telephone."

SOUTHWESTERN BELL



TELEPHONE COMPANY

Two Men and their Wills

EACH had acquired a sizable estate. Each had a wife and two children. Each had recently made his will, but with different ideas.

To one man his Will was merely a way of making known who would receive his estate and in what amounts.

To the other man, his Will meant an opportunity to safeguard the future of his family.... an opportunity to make thoughtful provision for conserving their inheritances through choosing an Executor and a Trustee whose experience, judgment and responsibility would protect their interests.

This bank, because of its experience with many estates, its permanence, its responsibility, is abundantly qualified to act as your Executor and Trustee. Our trust officers will gladly discuss this question with you.

First National Bank
IN DALLAS

Capital, Surplus, Undivided Profits \$14,000,000



